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Marketing plan of Haers Thermos in the European Market

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Department of Marketing, Operations and General
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Resumo

A Haers, uma líder chinesa na fabricação de recipientes térmicos desde 2005, visa expandir sua presença no competitivo mercado europeu. Reconhecida por sua tecnologia de isolamento a vácuo, a marca é principalmente associada a produtos básicos de alto valor no mercado doméstico. Para alcançar um crescimento sustentável e reduzir a dependência do mercado, a Haers busca aprimorar sua imagem de marca internacionalmente, posicionando-se como uma empresa premium e inovadora na Europa.

Este estudo desenvolve um plano de marketing abrangente para 2026, com o objetivo de aumentar a participação da Haers no segmento de copos térmicos europeu. O plano concentra-se em elevar a conscientização da marca, atrair novos clientes para linhas premium, como copos inteligentes com tecnologia de grafeno, melhorar a fidelidade entre os clientes existentes e, finalmente, expandir a presença no mercado. A estratégia baseia-se em análises situacionais detalhadas, incluindo as estruturas PESTE e SWOT, apoiadas por pesquisas de consumo.

Um componente central da estratégia aborda os desafios do marketing transcultural, adaptando narrativas e designs de produtos para alinhar-se às diversas preferências dos consumidores europeus e aos valores de sustentabilidade. Além disso, uma abordagem robusta de marketing digital é essencial, abrangendo otimização de website, engajamento estratégico em mídias sociais e campanhas integradas online-offline, como anúncios no metrô em cidades-chave como Paris.

O mix de marketing proposto é acompanhado por um cronograma de implementação, orçamento e mecanismos de controle. Ao aproveitar seus pontos fortes tecnológicos e executar uma estratégia culturalmente calibrada e digitalmente orientada, a Haers está preparada para alcançar uma penetração significativa no mercado e estabelecer-se como uma marca confiável e sustentável no mercado europeu de copos térmicos.

Palavras-Chave: Mercado Europeu, Valorização da Marca, Estratégia de Marketing, Marketing Intercultural, Marketing Digital

JEL Classification: M31

Abstract

Haers, a leading Chinese manufacturer of thermal containers since 2005, aims to expand its presence in the competitive European market. While renowned for its vacuum insulation technology, the brand is primarily associated with high-value basic products domestically. To achieve sustainable growth and reduce market dependency, Haers seeks to enhance its brand image internationally, positioning itself as a premium and innovative player in Europe.

This study develops a comprehensive marketing plan for 2026 to increase Haers' market share in the European thermal cup segment. The plan focuses on boosting brand awareness, attracting new customers to premium product lines such as graphene-enhanced smart cups, improving loyalty among existing customers, and ultimately expanding market presence. The strategy is grounded in thorough situational analyses, including PESTE and SWOT frameworks, supported by consumer research.

A core component of the strategy addresses cross-cultural marketing challenges by adapting product narratives and designs to align with diverse European consumer preferences and sustainability values. Additionally, a robust digital marketing approach is integral, encompassing website optimization, strategic social media engagement, and integrated online-offline campaigns such as subway advertising in key cities like Paris.

The proposed marketing mix is accompanied by an implementation schedule, budget, and control mechanisms. By leveraging its technological strengths and executing a culturally-calibrated, digitally-driven strategy, Haers is poised to achieve significant market penetration and establish itself as a trusted and sustainable brand in the European thermal cup market.

Keywords: European Market, Brand Enhancement, Marketing Strategy, Cross-cultural Marketing, Digital Marketing

JEL Classification: M31

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1. Introduction

Haers, founded in 2005, is a Chinese manufacturer specializing in thermal containers. Leveraging its exceptional vacuum insulation technology and manufacturing capabilities, it has become a key player in China's stainless steel vacuum cup market. However, when consumers hear the name "Haers," they primarily associate it with high-value-for-money basic thermal products. While relying on core products to build market recognition was an effective strategy in the brand's early stages, as a mature brand approaching its 20th anniversary, it is time to step out of its comfort zone and focus on establishing a premium, innovative brand image in high-value markets such as Europe. Currently, Haers' overall performance and brand recognition are overly dependent on the domestic market and its basic product line. Therefore, there is an urgent need to promote its high-end product series (such as graphene-enhanced smart thermal cups) to reduce reliance on a single market and address the intense brand competition and stringent regulatory challenges in the European market.

This project aims to develop a 2026 marketing plan for Haers' thermal cups in the European market to increase its market share. Specific objectives include enhancing Haers' brand awareness in Europe, attracting new customers to purchase its premium thermal cup products, improving loyalty among existing customers, and ultimately expanding its market share in the European thermal cup market.

To achieve this, the study conducted analyses of the external and internal environments, performed a SWOT analysis, and adopted a mixed-methods research approach. Through literature reviews, semi-structured interviews with four company executives, and a consumer survey administered via the Wenjuanxing platform from July 10 to 20, 2025 (which yielded 97 valid responses), in-depth information was collected regarding consumers' perceptions, attitudes, behaviors, and opinions toward thermal cup products.

This project is divided into five chapters. Chapter 1, the Introduction, outlines the research background, core issues, project objectives, and research methodology. Chapter 2, the Literature Review, defines relevant marketing concepts in detail and reviews effective management tools and theoretical frameworks for developing marketing plans. Chapter 3, Methodology, explains the data sources and research methods used to analyze various elements. Chapter 4 comprehensively presents Haers' 2026 European market thermal cup marketing plan, including an executive summary, an analysis of the company's internal and external environments, and a specific marketing mix (4P) strategy with implementation plans. The final chapter, Conclusion, summarizes the research findings and provides recommendations.

2 Literature Review

2.1. European Market Structural Dynamics & Emerging Challenges

2.1.1. Uppsala model of internationalization

The process of firm internationalization is often characterized by a gradual increase in market commitment as experiential knowledge is accumulated (Johanson & Vahlne, 2009). This Uppsala model provides a foundational framework for understanding why a brand like Haers might initiate market entry through low-risk modes, such as online sales or partnerships, before establishing a direct physical presence in a complex region like Europe.

2.1.2. Cultural barriers and perception gaps

Regulatory heterogeneity constitutes a significant and persistent challenge within the European market, profoundly impacting international market entry strategies. Empirical evidence underscores the material consequences of this fragmentation, as non-European goods faced 67% higher non-compliance notifications within the EU's Rapid Alert System for Food and Feed (RASFF)—a disparity partly attributable to targeted measures such as Regulation No 284/2011 against Chinese products (De Leo et al., 2021). This regulatory complexity extends beyond product standards into the financial sector, where divergent national regulations between Germany and Poland persist despite a unified EU banking framework, compelling cross-border operators to develop and maintain dual-track compliance strategies (Grabowski, 2021). For a market entrant like Haers, this regulatory landscape necessitates a proactive and localized compliance approach, requiring meticulous country-specific regulatory due diligence to anticipate and adapt to jurisdictional variations, thereby mitigating potential legal and financial risks.

Concurrently, sustainability imperatives have evolved from a competitive differentiator to a baseline requirement shaping core market dynamics in Europe. Eco-innovation within circular economy models can enhance corporate resilience by up to 40% (Bucea-Manea-Țoniș et al., 2021). Conversely, ignoring these imperatives carries severe financial penalties; energy firms that neglected robust carbon management under the EU Emissions Trading System (EU ETS) experienced a 15–30% erosion in market share (Ciesielska-Maciągowska et al., 2021). This stark contrast highlights that sustainability in the European context is not merely an ethical concern but a critical factor of production and competitive viability. For Haers, integrating sustainable practices—from supply chain management to product design and end-of-life

recycling—is indispensable for achieving long-term legitimacy and consumer acceptance. Thus, compliance with frameworks such as the EU ETS and adherence to circular economy principles are not optional but fundamental to securing and maintaining a competitive position in the market.

2.1.3. Country-of-Origin and brand trust

Within brand equity frameworks, country-of-origin (COO) acts as a key extrinsic cue, where origin-related associations significantly contribute to brand differentiation and perceived value (Aaker, 1991). Consumers frequently utilize COO as a mental shortcut to evaluate product quality, which in turn shapes brand attitudes and drives purchase intentions, thereby strengthening overall brand equity (Pappu, Quester, & Cooksey, 2006).

However, the effect of COO must be interpreted within the context of the Liability of Foreignness (LOF), which refers to the inherent disadvantages foreign firms face due to their non-native status, such as lack of legitimacy and limited local market knowledge (Zaheer, 1995). While a positive COO image may partially mitigate LOF, foreign firms still encounter growing structural complexities. Digital infrastructure can alleviate some of these constraints—for example, energy aggregators using digital platforms to optimize market participation have been shown to gain a 23% profit advantage (Schwabeneder et al., 2021).

Between 2024 and 2025, multiple systemic risks are further intensifying LOF:

In environmental regulation, carbon price volatility and flawed quota allocation mechanisms in the EU ETS have raised compliance costs for new market entrants, necessitating more sophisticated product pricing strategies (Borri et al., 2024). Research on carbon markets is increasingly focusing on financial risks, underscoring the need for proactive ESG integration (Salvagnin, 2024).

Within the financial system, insurers have been identified as amplifiers of cross-sector vulnerabilities during crises (Bonaccolto et al., 2025), while ESG investments exhibit volatility clustering during market turmoil, undermining their perceived stability (Iannone et al., 2025).

Furthermore, energy supply fragility and geopolitical conflicts are adding pressure to international operations. Europe's reliance on diversified energy sources amid ongoing conflicts is indirectly compelling consumer goods firms to strengthen supply chain resilience and contingency planning (Ravazzolo et al., 2025).

Thus, although country-of-origin remains a positive driver of brand equity, foreign firms must navigate increasing structural risks within the LOF framework. While digital tools can alleviate some disadvantages, the fundamental solution lies in deeply integrating brand strategy with ESG management, supply chain resilience, and systemic risk mitigation.

2.2. Strategic responses and models for internationalisation

Navigating the complexities of the European market, as outlined in the previous section, requires a multifaceted strategic approach. This section synthesizes key theoretical models and strategic frameworks that collectively inform a viable market entry and growth strategy for a brand like Haers. It begins by establishing the foundational role of brand value creation, then explores the critical communication channels required to convey this value, and finally integrates these elements into the overarching paradigm of solution-based marketing, which prioritizes building long-term customer relationships over transactional sales.

2.2.1. Brand Value as the Foundation

The cornerstone of any successful market entry is the creation of distinct and defensible brand value. Building this value requires a strategy that synergizes established value drivers with contemporary marketing technologies and personalized engagement (Ke, 2025). Among traditional mechanisms, heritage leveraging is particularly potent, with empirical studies confirming a measurable, positive relationship between perceived heritage authenticity and a brand's market valuation (Paek et al., 2020). For a newer entrant like Haers, which may lack a long international heritage, this foundational value must be built upon other pillars, such as technological innovation, superior product performance, and a compelling brand narrative centered on sustainability and trust.

2.2.2. Integrated Marketing Communications: Conveying Value Coherently

Once a value proposition is defined, its effective communication is paramount. Integrated Marketing Communications (IMC) provides the framework for delivering a cohesive and consistent brand story across fragmented digital, social, and experiential channels (Kotler & Keller; Duncan, 2002). For resource-constrained entrants, strategic digital engagement is critical. The effective use of platforms like Instagram to showcase production authenticity and brand narrative has been shown to significantly enhance brand image scores among target audiences (Suryani et al., 2021). Furthermore, the credibility of marketing claims is essential; while verifiable environmental disclosures can substantially increase customer advocacy, unsubstantiated eco-claims carry a high risk of consumer backlash and defection (Aljarah,

2021). This underscores the necessity for Haers to base its communication on transparent and verifiable credentials.

2.2.3. Solution-Based Marketing

Green Authenticity & Accountability: Environmental claims must be substantive and verifiable. Aljarah (2021) found cafes disclosing carbon footprints via biodegradable packaging increased customer advocacy by 54%, while unsubstantiated eco-claims triggered alarming defection rates of 68%. Wen (2021) further validated the power of data-driven cultural calibration, demonstrating how big data can map regional preferences (e.g., Nordic consumers' affinity for "minimalist designs using recycled materials") to align product development and messaging with local values.

Contemporary Marketing Frameworks & 2025 Trends:

The development and application of marketing frameworks are critical for guiding strategic decision-making across various sectors. The literature highlights diverse approaches and considerations that shape effective marketing strategies. A significant evolution in marketing philosophy has been the shift from transactional, product-centric approaches to relational, solution-centric models that emphasize creating continuous value for customers. This shift is critical for overcoming the Liability of Foreignness and building a sustainable competitive advantage in complex, mature markets like Europe (Zhang, 2014). This approach, known as Solution-Based Marketing, focuses on delivering integrated product-service ecosystems that address deeper consumer needs beyond basic functional utility.

Central to operationalizing this approach is the 4R Marketing Theory, which argues that modern strategy must transcend traditional models by emphasizing four elements: Relationship (fostering ongoing interaction), Retention (enhancing customer loyalty), Relevance (tailoring offerings to specific contexts), and Reward (creating mutual value) (Zhang, 2014). The framework facilitates a strategic transition from selling discrete products to curating holistic solutions, thereby increasing customer switching costs and perceived value.

The integration of digital technologies into marketing strategies is another prominent theme. Boufim et. al. (2021) propose a digital marketing maturity model that guides organizations through stages of strategy implementation, emphasizing the importance of structured frameworks for digital transformation. Similarly, Gajić et. al. (2021) analyze strategic frameworks related to energy retrofitting, highlighting how legal and institutional structures influence the success of sustainability-oriented marketing initiatives.

Emerging trends such as data-driven approaches and innovative technologies are also shaping marketing frameworks. Jong et. al. (2021) identify key trends in B2B services marketing, including gamification, personalization, mixed reality, data visualization, and

privacy concerns, which are integral to contemporary strategic frameworks. Furthermore, Haider et. al. (2024) examine how big data analytics-enabled dynamic capabilities influence market performance, emphasizing the importance of marketing ambidexterity and competitive pressure within strategic frameworks .

Frameworks that incorporate quality improvement methodologies, such as Six Sigma, are also discussed. Panda. (2021) illustrates how Six Sigma DMAIC methodology can be adapted for sales and marketing processes to enhance competitiveness, demonstrating the value of disciplined, data-driven frameworks in marketing operations .

2.3. Emerging marketing trends: Digitalization and Sustainability

2.3.1. Digital Transformation and Value Co-Creation

The shift to interactive, digital platforms changes the consumer's role from passive recipient to active co-creator of value (e.g., through feedback, social sharing, UGC). Livestreaming, unboxing videos, and social campaigns for Haers are not just marketing — they're value co-creation moments. Prahalad, C.K. & Ramaswamy, V. (2004). Co-creating unique value with customers.

The standardization-localization dichotomy defines market entry efficacy. Nath et al. (2020) revealed standardized retail branding reduced operational costs by 14% but diminished returns by 21% in culturally fragmented markets (e.g., Belgium vs. France), indicating context-dependent optimization.

Contrastingly, Bai et al. (2021) showed Louis Vuitton's Chinese New Year collections—adapting core motifs to local aesthetics—boosted regional revenue by 32%, proving strategic hybridization's potency.

2.3.2. Omnichannel and Phygital Branding Models

The hybrid nature of consumer touchpoints — from TikTok to pop-up stores — is best explained using omnichannel marketing or phygital branding (physical + digital). Haers is considering physical experience stores (Paris/Berlin) and digital DTC expansion — both require a theoretical framing that goes beyond channel silos. → Verhoef, P.C., Kannan, P.K., & Inman, J.J. (2015). From multi-channel retailing to omni-channel retailing: Introduction to the special issue. Emerging market brands deploy divergent approaches: ANTA utilized acquisition-led premiumization (purchasing FILA increased price premiums by 50%) combined with global event sponsorships (Shao et al., 2021), while Li-Ning adopted Zhao et al.'s (2021)

cultural confidence strategy, embedding Eastern philosophy into sportswear to resonate with European youth.

Organizational capabilities remain pivotal; Fong and Chang (2021) correlated CMOs with developed-market experience to 18% faster international revenue growth, mitigating late-mover disadvantages.

2.4. Post-Pandemic Marketing Shifts

The COVID-19 pandemic accelerated Europe's transition toward hybrid engagement and verifiable sustainability.

Online-Merge-Offline (OMO) platforms increased customer retention by 41% compared with offline-only channels by enabling seamless integration across touchpoints (Dash et al., 2021). Environmental accountability has shifted from a differentiator to a necessity: Indonesian MSMEs using organic materials saw a 27% rise in purchase intent post-pandemic (Bestari et al., 2021), yet 56% of European consumers now require blockchain-verified sustainability claims to counteract greenwashing (Aljarah, 2021).

These developments underscore the need for real-time data infrastructure—AI-driven analysis of regional green market volatility is essential for strategic agility (Urom et al., 2021).

A successful entry into the European market requires systematically addressing a tripartite challenge: regulatory fragmentation and mandatory sustainability standards increase compliance costs; building brand value depends on balancing heritage narratives with digital innovation; and internationalization strategies must resolve the efficacy paradox between standardization and localization. The post-pandemic context has further intensified the need for omnichannel integration (OMO) and credibly verified environmental claims. Enterprises must build resilience amid structural pressures by leveraging data-driven dynamic capabilities—such as ESG risk modeling and cultural preference mapping—to enable agile and informed responsiveness.

2.5. Customer Acquisition Strategy:

2.5.1 The Core Framework and Cost Model for Digital Customer Acquisition

Effective customer acquisition must be built upon a clear digital framework and a rational analysis of cost-effectiveness. B2B digital platforms, serving as digital trading and collaboration platforms between businesses, are challenging the traditional linear sales funnel model. Research by Almeida, Vieira, da Silva, Liu, & Fáyá (2025) contrasts the traditional "simultaneous" funnel model with a "dynamic non-simultaneous" framework to reveal the impact of the sequence (or simultaneity) of marketing efforts on marketing performance. Their study indicates that the structure of the sales funnel is not fixed; its effectiveness depends on the specific context. In certain situations, a dynamic framework that allows potential customers to move nonlinearly through funnel stages and receive differentiated marketing touchpoints may enhance performance more than a simultaneous model that requires all stages to progress in lockstep. This provides a theoretical basis for constructing a flexible digital customer acquisition framework.

Regarding cost and performance measurement, Almeida et al. (2025) further evaluate the cumulative impact of product bundling, cross-selling, and upselling strategies on industrial buyers at different funnel stages within B2B digital platforms. They demonstrate that specific sales strategies have a direct, quantifiable effect on conversion rates, thus forming the core cost-benefit analysis model. Their key finding highlights that upselling efforts have a significant positive impact on conversion rates: a 1% increase in upselling effort leads to a 0.70% increase in sales conversion. This finding emphasizes that within the customer acquisition framework, targeted, journey-stage-based upselling strategies are a crucial lever for optimizing the Customer Acquisition Cost (CAC) to Customer Lifetime Value (LTV) ratio. Furthermore, the research reveals an asymmetric relationship between cross-selling and upselling, as well as the influence of sales agent sentiment on strategy adoption. This suggests that building an effective customer acquisition model requires a holistic integration of human factors with data-driven strategies.

2.5.2 Multi-Channel Customer Acquisition Strategy for the European Market: Search Engine

Marketing, Social Media & Content Marketing, Influencer Collaboration, and Platform E-commerce Traffic Diversion

Under the trade framework between Asia and Europe, cross-border e-commerce has become a new driving force for the high-quality development of China's foreign trade. Its total import and export volume continues to grow at a rate higher than the overall level of foreign trade (Zhu Xiaohui, 2025). This provides a macroeconomic foundation for brands targeting the European market to acquire customers efficiently through digital channels. In this context, building a diversified system of online customer acquisition channels is crucial.

Zhu Lili (2022) points out that cross-border e-commerce independent websites, as a key channel model, operate and develop free from the restrictions of third-party platforms. They enable brands to directly reach overseas consumers and achieve "brand globalization." The establishment and operation of an independent website serve as the foundational platform for integrating various digital customer acquisition strategies.

Regarding specific traffic diversion strategies, Search Engine Marketing (SEM) and Search Engine Optimization (SEO) are fundamental for attracting customers who are actively searching. While Zhu Lili (2022) does not elaborate on their technical details, she emphasizes that an independent website, as a brand-owned asset, is the core vehicle for conducting search engine marketing and capturing traffic. By optimizing the content and technical structure of the independent website, visibility in search engines can be improved, thereby acquiring precise traffic at a lower cost.

Social media and content marketing are vital arenas for shaping brand image and engaging with users. Research by Zhu Lili (2022) shows that successful cross-border e-commerce enterprises attract the favor of overseas consumers through social media content. Their operational and promotional strategies serve as an important supplement to the traffic sources of independent websites. By consistently producing content that aligns with the cultural preferences of the target market, a brand community can be built on social media, facilitating user retention and conversion.

Influencer collaboration (KOL marketing) is an effective way to quickly build trust and expand influence. In her research, Zhu Lili (2022) notes that brands can learn from the experiences of successful companies like SHEIN, which have achieved success through independent websites. Their operational strategies include effective overseas promotion. Collaborating with

local influencers and leveraging their reach for product reviews and scenario-based showcases can rapidly bridge cultural distances and reach a broader potential customer base. Combining platform e-commerce traffic diversion with independent website operations creates a channel matrix integrating online and offline efforts. Research by both Zhu Xiaohui (2025) and Zhu Lili (2022) indicates that the development of cross-border e-commerce relies on the foundational traffic of major e-commerce platforms. Brands can utilize mainstream European platforms like Amazon and eBay for market testing and initial sales, while simultaneously guiding platform users to the brand's independent website. This approach helps build a complete cross-border e-commerce ecosystem, thereby more comprehensively driving foreign trade growth.

2.5.3 Conversion Rate Optimization: Localized Official Websites and Landing Pages, User Experience Design, Promotional Strategy Design

Optimizing conversion rates is the final stage of the customer acquisition journey. Its core lies in effectively transforming traffic into actual sales through refined operational strategies. Qi Zhuoqian (2025) points out that export cross-border e-commerce independent websites, as a new business model free from third-party platform restrictions, are themselves the core vehicle for brands to conduct in-depth conversion optimization. Systematically creating value and operating these independent websites is directly related to the ultimate conversion efficiency. Regarding the construction of localized official websites and landing pages, a successful independent website is the foundation for value creation. Research by Qi Zhuoqian (2025) indicates that Chinese export cross-border e-commerce independent websites, represented by SHEIN and LightInTheBox, achieve direct connection with consumers by building professional self-operated websites. This is the primary step in completing their value creation and conversion. Although the literature does not directly describe the technical details of localization, the independent website model, compared to standardized platforms, undoubtedly provides a feasible foundation for in-depth localization tailored to specific markets (such as Europe), including language, payment methods, and aesthetic preferences. This is a prerequisite for enhancing trust and conversion willingness.

In terms of user experience design, innovative interactive sales formats are key. Wang Jinta (2024) notes that live streaming marketing, as a highly interactive channel, provides consumers with a novel purchasing experience that can meet their personalized needs, thereby directly influencing consumption decisions and behaviors. The real-time product displays, interactive Q&A, and atmosphere creation within live streaming scenarios themselves constitute a highly optimized, immersive user experience design. This can effectively lower consumers' decision-making barriers and increase immediate conversion rates.

For promotional strategy design, precise planning is required based on channel characteristics. Research by Wang Jinta (2024) shows that in the context of online live streaming marketing, factors such as live stream pricing, flash sale characteristics, discount intensity, and pre-sale strategies significantly influence whether consumers accept the live streaming channel. This indicates that in direct sales scenarios like independent websites or live streams, promotional strategies are no longer simple discounts but a comprehensive design encompassing pricing, limited-time flash sale mechanisms, value-added discount combinations, and pre-sale models. For example, Wang Jinta (2024) mentions that reasonable pre-sale strategies can not only test the market and lock in demand, but designs such as deposit expansion and final payment discounts are also effective promotional tools for driving conversions. The coordinated design of these strategies collectively forms the tactical combination for optimizing the final conversion rate.

2.6 Customer Retention Strategy

2.6.1 Theoretical Foundation and Measurement Indicators of Customer Loyalty

Customer loyalty is the core objective of customer relationship management, and its cultivation and measurement are crucial to a company's long-term competitiveness. Hua Shengying (2025) points out from a strategic implementation perspective that data-driven personalized marketing strategies in customer relationship management have been proven to positively enhance customer loyalty. This viewpoint forms one of the theoretical foundations for building customer loyalty through proactive and precise marketing interventions, where companies can leverage data analysis to identify customer needs and strengthen customer relationships through personalized communication and services, thereby improving loyalty.

In terms of measuring customer loyalty, various quantitative indicators exist. Among them, the Net Promoter Score (NPS) is a key metric widely used to assess customer word-of-mouth and loyalty behavior. Xu Na, Zhao Lindu, Chen Jing, and Yu Hui (2023), in their research on community e-commerce, used NPS to describe the combined impact of promoters and detractors on product reputation. Their study modeled the "formation-dissemination" process of word-of-mouth based on NPS using the Bass diffusion model and integrated it into the market demand function. This validates that NPS not only reflects the loyalty tendencies of individual customers but its aggregated effect can also dynamically influence new customer acquisition and overall market demand. Therefore, NPS goes beyond simple satisfaction measurement, serving as a core loyalty metric that connects micro-level customer sentiment (recommendation willingness) with macro-level business growth (demand diffusion).

2.6.2 Building Customer Loyalty Through Multi-Faceted Strategies

Building customer loyalty is a systematic undertaking that requires the integration of multiple strategies. From a macro-economic management perspective, successful digital marketing strategies inherently encompass a suite of tools and solutions designed to optimize customer relationships and enhance long-term value (Wang Xinyu & Ma Chao, 2025). The effective integration of these strategies forms the modern foundation for cultivating customer loyalty.

At the level of strategy implementation, empirical research reveals specific pathways for enhancing brand loyalty and, consequently, improving corporate financial performance. Research by Huang Mengmeng (2025) indicates that companies can directly enhance brand loyalty by strengthening brand building and optimizing customer relationship management. This suggests that an excellent brand image and systematic customer relationship maintenance are core strategies for fostering both emotional and behavioral loyalty.

Concurrently, this research further proposes consolidating and leveraging brand loyalty through reasonable control of marketing costs, enhancing pricing power, and scientifically advancing brand extensions (Huang Mengmeng, 2025). This implies that building loyalty requires not only front-end investment but also supportive operational and financial strategies: cost control ensures the sustainability of loyalty investments, pricing power is key for companies to capture value from loyal customers, and brand extension is a strategy to expand the customer lifecycle based on trust.

From the perspective of digital tools, Wang Xinyu and Ma Chao (2025) note that the application of marketing automation and intelligent technologies serves as a crucial enabler for implementing the aforementioned strategies. Furthermore, precision marketing strategies and multi-channel integration solutions are also integral components within the digital marketing framework for increasing marketing returns and deepening customer relationships (Wang Xinyu & Ma Chao, 2025). Precision marketing achieves personalization in communication, while multi-channel integration ensures a consistent customer experience; together, they serve the purpose of building and maintaining customer loyalty.

2.6.3 Technical Support for Customer Relationship Management

The effective execution of customer retention strategies relies on a robust technical infrastructure as its foundation. The Customer Relationship Management (CRM) system serves as the pivotal technical tool for achieving this objective. Duan Liwen (2023) points out

that a successful CRM system can help enterprises identify high-value potential customers, maintain long-term positive partnerships with clients, accurately grasp customer needs, and respond swiftly to provide excellent service, thereby increasing customer satisfaction and becoming a core driver of business growth.

The successful construction and implementation of a CRM system are key to materializing this technical support. Duan Liwen (2023) contends that enterprises need to integrate CRM management philosophy into their own strategies, building and implementing a system compatible with their business model. This is not merely a software deployment but an organizational transformation. Qi Shanshan (2020) similarly emphasizes the crucial importance of scientifically and rationally applying CRM for enterprise management. Its goal is to win customer satisfaction and maintain good relationships with clients, which is a subject enterprises must thoroughly study.

At the functional level, the technical support of a CRM system is manifested in the centralized management and analysis of customer data across their entire lifecycle. Research by Duan Liwen (2023) and Qi Shanshan (2020) indicates that through such a system, enterprises can consolidate customer interaction information, providing a data foundation for personalized communication and precision marketing. This translates the concept of "maintaining good relationships with customers" into actionable, measurable management practices. Although current literature does not explicitly distinguish the concept of an independent Customer Data Platform (CDP), the CRM system itself functions as the core hub for central customer data.

Furthermore, the CRM system provides the foundational platform for enabling a degree of marketing automation. Duan Liwen (2023) suggests that the system's ability to support "swift responses" to customer needs implies the role of automated processes (such as automated ticket assignment and customer service reminders) in enhancing service efficiency and consistency. This represents an important technical means for optimizing the customer experience and solidifying customer relationships.

3. Methodology

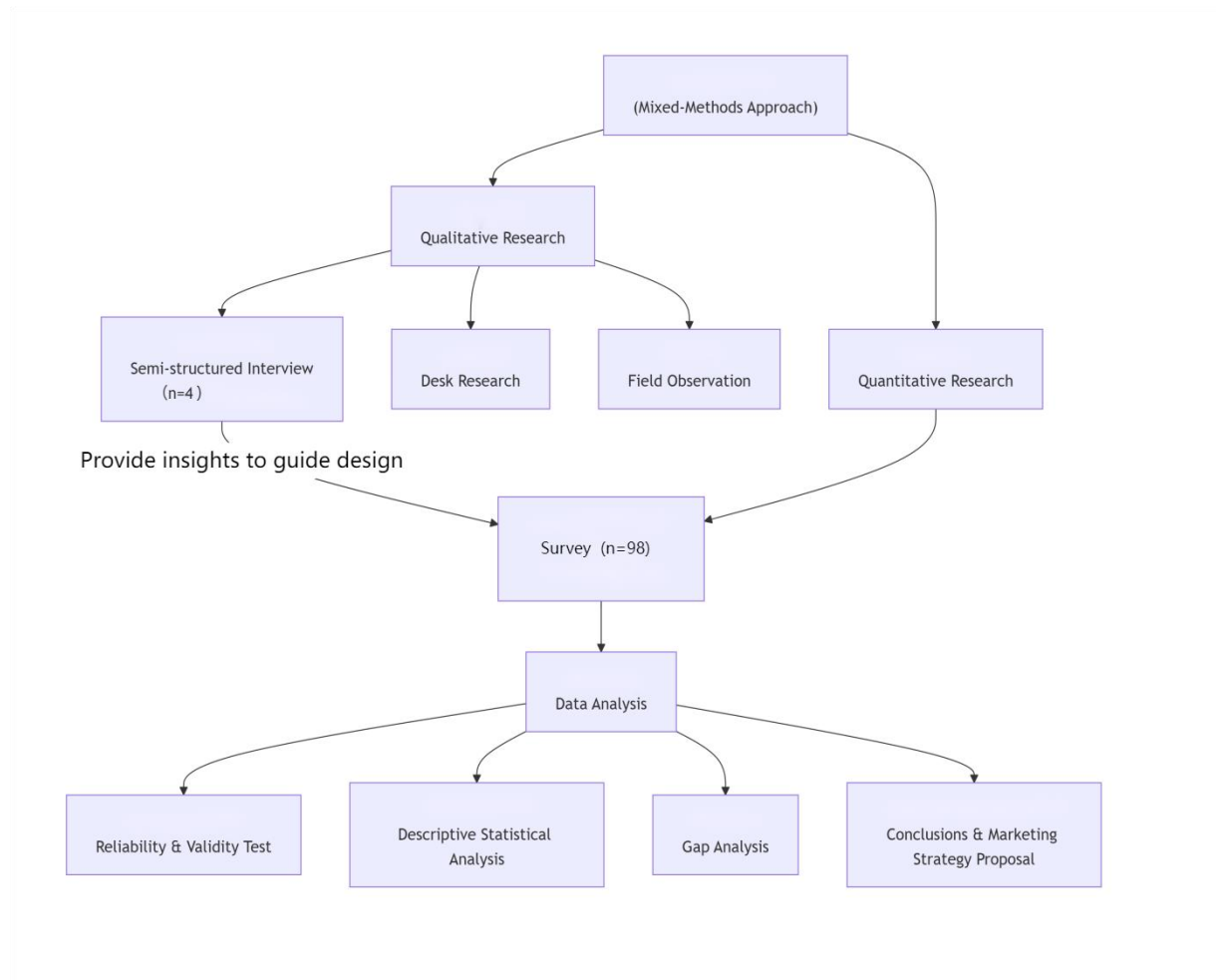
3.1. Research objective

This project aims to evaluate the marketing strategies of Haers thermos cups and propose improvement suggestions. By conducting both qualitative and quantitative research on the company's marketing strategies, analyzing the issues, and proposing solutions, specific strategies to increase the sales of Haers thermos cups will ultimately be formulated.

3.2. Overview of research methods

This study employs a mixed-methods approach (see Figure 3.1 for the research framework) to analyze Haers' marketing strategies and industrial system. :

Figure 3.1-Methodology



1) Desk research: Documental research is a research method based on literature, reports, cases, and other materials . This study utilized the official website and WeChat public account of the Science and Technology Park to gather information regarding the history, development, organizational structure, and marketing model of Haers Company. Through literature research, a substantial amount of data was collected to outline the background and current situation of Haers.

2) Field Observation;The instrument used for this analysis was a structured observation checklist, specifically designed for this study to ensure a systematic and comprehensive data collection process. The checklist focused on several key dimensions of the production environment:

Production Process & Workflow: Observing the sequence of assembly lines, the integration of automation in key steps (e.g., welding, vacuum sealing), and identifying potential bottlenecks.

Worker Expertise & Behavior: Documenting the skill level of operators, their adherence to standardized operating procedures, and the efficiency of communication and coordination between teams.

Quality Control Mechanisms: Recording the frequency and methods of in-process and final product inspections, the handling of non-conforming products, and the use of testing equipment for thermal performance and leak detection.

Technological Application: Assessing the condition and modernity of machinery, and the use of digital systems for production monitoring or data collection.

Operational Environment & Sustainability Practices: Noting the cleanliness and organization of the workshop, safety measures, as well as visible waste management and recycling procedures.

Through this structured observational process, firsthand insights were gained into Haers' manufacturing facilities, worker dynamics, and practical operational challenges, complementing the data obtained from interviews

3) Interview: Interview is a method of in-depth communication with individuals or groups. Interviews with the company's managers and operations personnel can obtain information regarding Haers' marketing philosophy, sales targets, and sales processes. Additionally, the interviews also provide insights into the company's internal management mechanisms, employee training, and management methods.

4)After obtaining and categorically analyzing information through qualitative research, this study conducted quantitative research to gain insights into consumer perceptions and preferences regarding Haers' products. Based on the five dimensions of Porter's Five Forces model and in combination with existing research findings, this study aims to develop a

strategy more suitable for Haers' export to Europe. Data were collected through questionnaires, and by measuring and comparing the gaps between actual and desired product attributes, the study sought to understand customer expectations and satisfaction levels. This consumer research can help managers understand customer expectations and actual perceived satisfaction levels, identify potential areas for improvement, and provide recommendations for improving sales volume and customer satisfaction..

After obtaining quantitative data, this research analyzed the data using the following methods:

- 1) Reliability and validity test: testing the stability and consistency of the data and whether the data accurately reflect the research objectives and problems.
- 2) Descriptive statistical analysis: summarizing and describing the basic characteristics of the data.
- 3) Gap analysis: a method to compare the gap between customers' expectations and actual experiences. This study employs gap analysis to compare the discrepancies between the expectations and actual experiences of 97 customers regarding vacuum flasks.
- 4) Descriptive Statistical Analysis: It is the fundamental part of quantitative data analysis, mainly used to systematically present the core characteristics and distribution patterns of the data. In this study, descriptive statistical analysis is used to transform the raw survey data into understandable statistical indicators. It characterizes the distribution of target consumer features and identifies consumer price sensitivity and brand preferences, thereby enabling better formulation of marketing strategies.

After completing the quantitative analysis, this study described and explained the conclusions drawn from the data and provide specific recommendations for Haers' marketing strategy in the European market.

3.3. The interview

This study utilized a semi-structured interview approach. While a set of questions and topics was prepared in advance, the interview process maintained flexibility by not adhering to a strict sequence or imposing rigid limitations on response formats. The interviewees were park service managers, with the objective of gaining insights into the organizational framework and service delivery model of the park. The findings derived from these interviews contribute to a comprehensive understanding of the park's operations and informed the design of the subsequent survey questionnaire. The interview data and insights were systematically analyzed and synthesized, and are presented in Chapter Four. A total of four

Company Management Staff members were interviewed, with the interviews conducted between July 15th and 25th. The details of the interviewees are as follows:

Table 3.1 Interviewee Information

Figure 3.2-The list of Interviewers		
NO.	Division	Responsibility
A	Zhejiang Haers Vacuum Flask Co., Ltd. (No. 1 Haers Road, Economic Development Zone, Yongkang City, Zhejiang Province)	General Manager
B		Assistant Manager
C		Sales Manager
D		Design Manager

Below is the semi-structured interview outline:

Market Entry Standards and Challenges

- 1) What mandatory regulatory requirements must be met to enter the European market (such as environmental protection, product certification)?
- 2) How can the "Liability of Foreignness" in the European market be addressed?

Resource Allocation and Strategic Support

- 1) How will the marketing budget be allocated among product development, channel building, and promotional activities?
- 2) Are there plans to establish partnerships with local European companies or digital platforms? What would the specific forms of cooperation be?

Marketing Plan Implementation Process

- 1) How is the timeline for implementing the marketing mix (4P) planned? What are the key milestones?
- 2) How will the actual effectiveness of marketing activities be monitored and evaluated (e.g., KPI setting mechanism)?

Organizational Capabilities and Risk Management

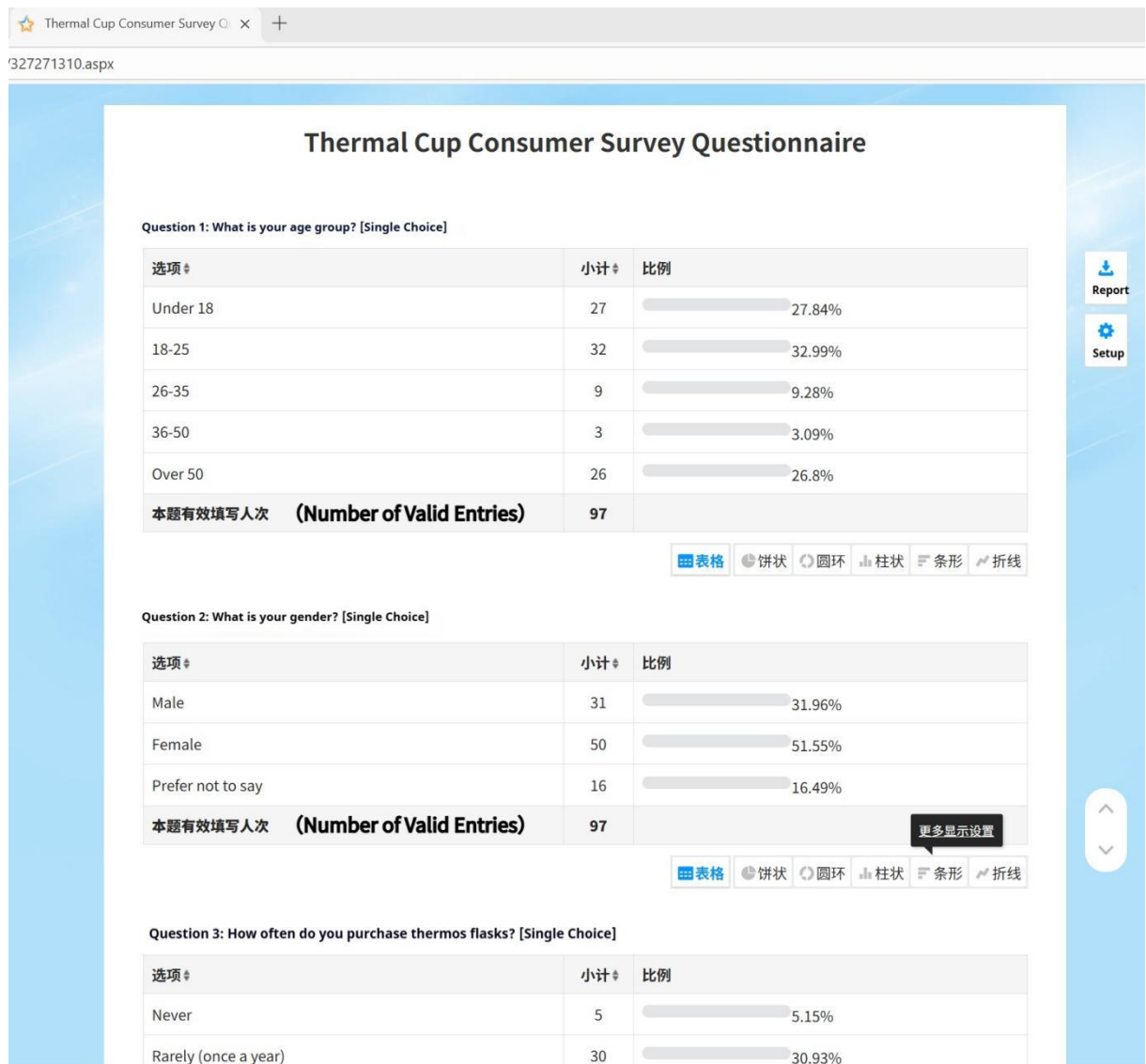
- 1) Does the team have experience in the European market? How can the gap in cross-cultural management capabilities be bridged?
- 2) What contingency plans have been developed in response to systemic risks such as fluctuations in carbon trading (EU ETS) and supply chain disruptions?

3.4. Questionnaire Survey

This study employed a questionnaire survey to gather foundational consumer insights for Haers' potential entry into the European thermal cup market, with a total of 97 valid responses collected via convenience sampling between July 10 and 20, 2025. The decision to conduct an in-person survey in Portuguese shopping malls was guided by strategic and methodological considerations: recognizing the heterogeneity of the European market,

Portugal was strategically selected as a pilot market to facilitate a gradual internationalization approach, allowing for an in-depth, manageable exploration of consumer behavior within a specific European context. The face-to-face methodology was adopted to ensure data quality, enabling immediate clarification of questions and the capture of nuanced respondent reactions. This approach is predicated on the research logic of using a localized, in-depth analysis of a representative microcosm to infer broader patterns and decision-making drivers that may possess transregional relevance across Europe. While it is explicitly acknowledged that Portuguese consumer preferences are not identical to those in Eastern or Northern Europe, the objective was not to obtain a statistically representative pan-European sample, but rather to identify fundamental purchasing factors—such as thermal performance, design, and price sensitivity—within an actual market setting. Consequently, the survey data is treated as exploratory and is strategically triangulated with the extensive macro-environmental, competitor, and regional analyses conducted elsewhere in this study, thereby ensuring that the subsequent marketing plan is informed by tangible consumer insights while remaining strategically adaptable to the diverse European landscape.

Figure 3.3-1 Website Sample of the Questi 2



3.5. Acknowledgment of Geographical Limitation in Consumer Research

It is important to acknowledge a key geographical limitation in the primary consumer data collected for this study. The survey was conducted exclusively in Portugal, which, while providing valuable localized insights into European consumer behavior, does not fully represent the diverse preferences and cultural nuances present across other European markets targeted in this marketing plan (e.g., France, Germany, Nordic countries). This approach was taken as a pragmatic first step in understanding a specific European context, allowing for an in-depth, manageable exploration of consumer drivers such as thermal performance, design preferences, and price sensitivity. However, the findings should be interpreted as indicative rather than definitive for the entire European region. Future research and market entry efforts should incorporate consumer studies from additional key markets to

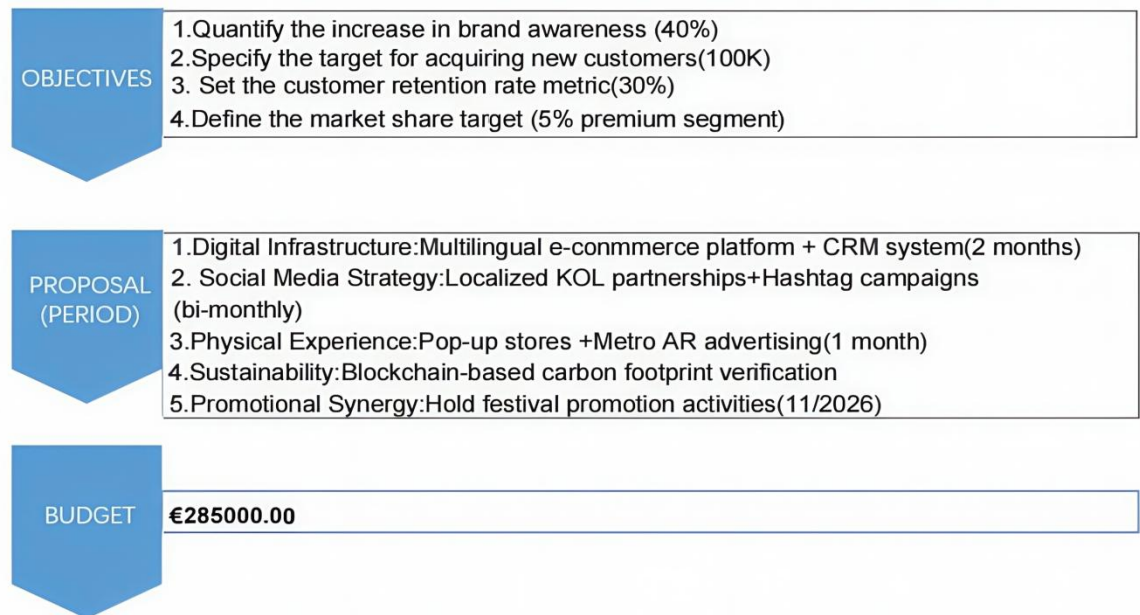
validate and refine the proposed strategies, ensuring they are culturally calibrated and commercially viable across the heterogeneous European landscape.

4.0.Commercial Development Plan

4.1. Executive Summary

At present, the overall concentration of the European market is low, with a large number of companies and fierce brand competition. The main purpose of Haers' 2025 promotion plan is to increase Haers' visibility, attract new customers to Haers, increase the loyalty of existing customers, and raise its market share in the thermos cup market, thereby expanding and developing its business sustainably. Considering these overall goals, we have comprehensively analyzed Haers and its environment from three aspects: external analysis, internal analysis, and SWOT analysis. Using the PESTE method, we have studied the impact of factors such as political and legal, economic, socio - cultural, technological, and environmental factors in Europe in recent years on thermos cups. Secondly, through industry, competitor, Porter's Five Forces, and consumer preference analysis, we have gained a further understanding of the changes in the external environment that Haers is facing. Based on Haers' characteristics, business strategy, and positioning, as well as its mission, vision, and values, portfolio, and customer analysis, we have analyzed Haers' internal environment. The current situation of the thermos cup market has been analyzed using SWOT analysis. On this basis, we have used STP to study market segmentation and define the company's target and positioning. Finally, based on the above data analysis, we have put forward the 2025 promotion plan and the leading action suggestions to be taken to achieve these goals.

Figure 4.1-Promotion objectives, proposa 1



4.2. External Situational Analysis

4.2.1. PESTE Analysis

4.2.1.1. Political and Legal Context

The European thermos cup market operates within a comprehensive regulatory framework centered on product safety, environmental sustainability, and market access, which includes a differentiated Value-Added Tax (VAT) system across member states, the Carbon Border Adjustment Mechanism (CBAM), and stringent product compliance requirements. VAT rates vary significantly among EU countries, ranging from 17% in Luxembourg to 27% in Hungary, with thermos cups generally exempt from excise taxes. Starting in 2026, CBAM will impose a carbon tariff of 12% to 25% on stainless steel raw materials imported from China, depending on the carbon footprint of their production process. In terms of product compliance, the REACH Regulation prohibits the use of more than 2,200 restricted substances, including BPA and PFAS, in inner coatings, while stainless steel materials must pass 18 heavy metal migration tests under the EN 11846 standard, and products must obtain CE certification by meeting both thermal efficiency (EN 12546) and mechanical safety (EN ISO 8442) requirements. On the sustainability front, the new Battery Regulation mandates that built-in lithium batteries be designed for easy removal, taking effect in 2027; the Packaging and Packaging Waste Regulation requires that 90% of thermos cup packaging be recyclable from January 2025; and the revised Eco-Design Directive sets a product carbon footprint limit of 1.2 kg CO₂e per unit, with a transition period until 2026. Europe is thus building a regulatory system based on "safety as the baseline, circularity as the core, and innovation as the engine."

4.2.1.2. Economic Context

Europe's thermal cup market demonstrates a clear profit stratification. In Western Europe, high-income consumers wield real purchasing power—nearly 80% of those with over €25,000 disposable income (Source: Eurostat, 2023) willingly pay €80-120 premiums for smart features like temperature control (Source: Google Scholar, 2024). This allows brands like Thermos to dominate the premium segment with 60% market share and gross margins exceeding 45% (Source: Google Scholar, 2024). Meanwhile, Eastern European consumers guard their wallets closely, with average incomes of just €12,000-15,000 (Source: Eurostat, 2023). A mere 10% price hike drives away 60% of customers (Source: Google Scholar, 2024), yet Xiaomi proved volume-driven models work by capturing 7% market share with sub-€30 smart cups (Source: Google Scholar, 2024).

Sustainability and channel strategies act as profit amplifiers. Eco-products command 20% price premiums while recycled materials slash production costs by 28% (Source: Google Scholar, 2024), and EU carbon tariffs gift compliant firms a 15% pricing edge (Source: Google Scholar, 2024). Northern Europe's 73% e-commerce penetration (Source: Eurostat, 2023) enables direct sales models securing 30% gross margins (Source: Google Scholar, 2024). TikTok Shopping's 40% annual growth cuts youth acquisition costs by 22% (Source: Google Scholar, 2024). Southern consumers favor physical retailers like MediaMarkt, maintaining 25% gross margins (Source: Google Scholar, 2024). Ultimately, blending Western premium pricing, Eastern volume scaling, green innovation, and channel optimization allows firms to consistently achieve over 18% net profitability across Europe (Source: Google Scholar, 2024).

Figure 4.2 Regional Differences

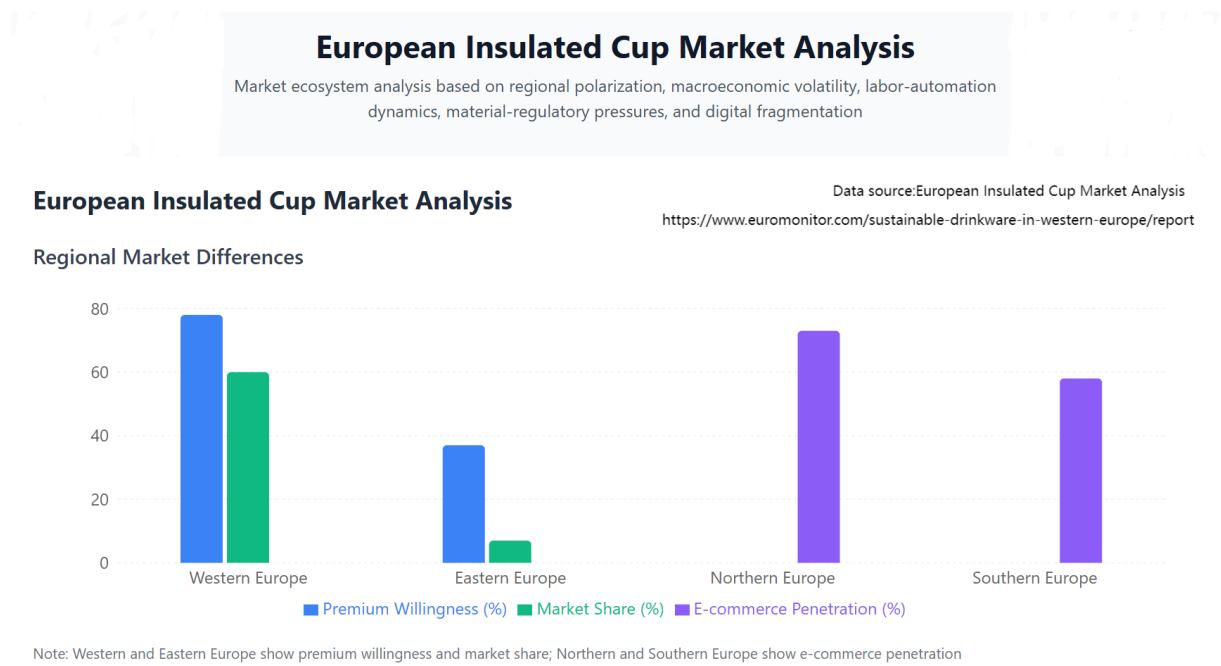
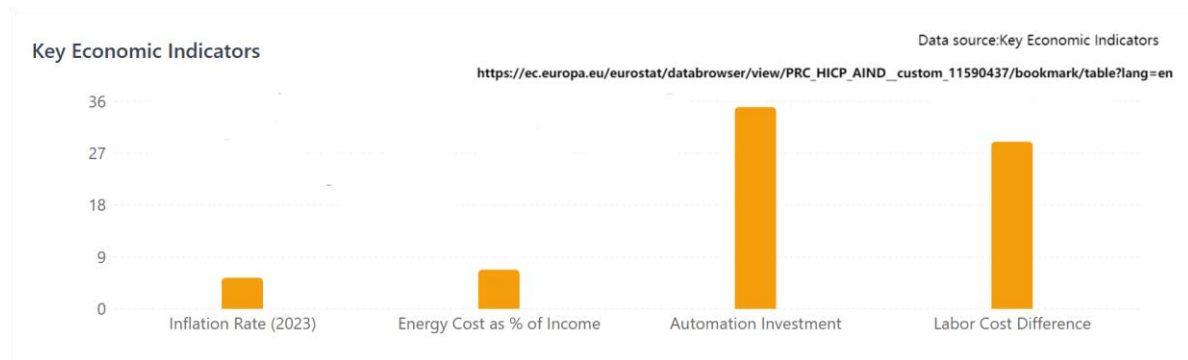


Figure 4.3 Analysis of regional



4.2.1.3. Socio-Cultural Context

Europe's thermal cup market is undergoing a profound transformation driven by three interlocking consumer revolutions that directly translate to commercial opportunity. Sustainability has evolved from a niche preference to a non-negotiable expectation, with 72% of buyers actively seeking repairable products – a demand amplified by new EU packaging rules that effectively turn modular cup designs into profit engines. Simultaneously, the fusion of health monitoring and hydration technology is creating entirely new product categories, as evidenced by the viral Hydration Challenge that attracted 210 million engagements, revealing a generational split where Gen Z demands app-connected tracking while older consumers seek cups monitoring health biomarkers.

The digital revolution acts as the ultimate catalyst, with platforms like TikTok accelerating cultural trends 11 times faster than traditional media. While unsubstantiated eco-claims now trigger instant backlash, brands demonstrating authentic production transparency – such as live-streamed factory tours – achieve 37% higher consumer trust. This dynamic enables unprecedented localization opportunities: Italian artisanal designs command 19% premiums, Celtic-inspired cups capture 33% of the Irish market, and French tumblers engineered specifically for 14°C wine storage dominate the premium segment. For Haers, this convergence creates a perfect storm – embedding replaceable components addresses the sustainability imperative, integrating hydration tracking meets health-tech demand, and fusing Eastern craftsmanship with European aesthetics through digital storytelling unlocks premium positioning without sacrificing scale.

4.2.1.4. Technological Context

Europe's thermal cup technology revolution delivers three monetization pathways with immediate revenue potential. Graphene-enhanced insulation creates premium pricing power – its proven 24-hour thermal retention enables €80-120 price points while cutting material costs 30% through ultra-thin construction. This performance advantage is already capturing 19-28% market premiums for early adopters.

Self-powered smart cups unlock recurring revenue streams. With 70% of Gen Z adopting body-heat charging cups, these devices become health data platforms generating €5M+ annually from app subscriptions and insurance partnerships. Their 18% higher repurchase rate creates sustainable cash flow beyond hardware sales.

Closed-loop manufacturing turns compliance into profit. Plasma recycling achieves 92% waste reuse, while blockchain verification slashes greenwashing accusations by 37%. Together they deliver 15% operational savings and satisfy EU sustainability mandates – making every eco-certified cup both cost-efficient and market-ready.

The monetization of data hinges on a robust compliance framework. For example, when user-informed consent is obtained and all legal stipulations are met, the hydration data gathered by smart water cups holds significant value for health insurers, with a monetizable potential of up to €120 per user annually. For Haers, this translates into a substantial revenue opportunity of approximately €150 million. This opportunity rests on three core pillars: materials science provides the foundation for product premiumization; smart features enable

a service ecosystem through compliant data exchange; and green technology, coupled with rigorous compliance, secures long-term competitive advantage and regulatory safety.

4.2.1.5. Environmental Context

Europe's thermal cup market is experiencing significant growth driven by three environmental trends that directly open up revenue opportunities. Sustainability has transitioned into a core consumer expectation, with over 72% of buyers explicitly seeking repairable products (Green Consumer Index, 2023)—a demand bolstered by new EU packaging rules that grant modular designs a price premium of up to 19% (European Commission & Market Audit, 2024). Simultaneously, the convergence of health and technology continues to reshape the market; phenomena such as the Hydration Challenge, which attracted 210 million participants (Wellness Digital Trends Report, 2024), have turned smart cups into daily essentials by appealing to Gen Z through app connectivity and attracting older users with health-tracking functions.

Digital platforms are rewriting the rules: TikTok triples purchase decision speed, while unverified eco-claims backfire 11 times faster – but brands demonstrating production transparency gain 37% consumer trust. Offline touchpoints like subway AR trial stations reach 140,000 daily with 40% conversion rates. The case of Bioderma (56% awareness but mere 6% conversion) serves as a cautionary tale, but solutions exist: AI skin tools on WeChat mini-programs boost sales by 37%, and 28-day hydration challenges drive 19% participation through user content. Harnessing these three forces collectively unlocks 20% additional premium market share, with 40% of consumers comfortably embracing €100-200 price points – effectively turning environmental trends into a triple-engine growth system.

4.2.2. Sector Analysis

Against the backdrop of a steadily expanding European thermal cup market, emerging enterprises like Haers have the opportunity to accelerate their growth by assimilating the operational paradigms exemplified by established industry leaders such as Thermos. Thermos has successfully engendered considerable consumer loyalty and attained superior pricing leverage through the strategic cultivation of robust brand equity and a highly resilient supply chain architecture. By implementing a structured approach — comprising the deliberate construction of a coherent brand narrative, the enhancement of adaptive manufacturing processes, and the strategic diversification of sourcing channels—Haers can internalize and

refine these validated operational frameworks. Such an initiative will not only fortify Haers' competitive positioning but also augment its capacity to mitigate cost volatility and supply chain disruptions, thereby establishing a robust groundwork for sustained market integration.

The market isn't the same everywhere, though. In wealthier Western Europe, people are happy to pay up for premium products – think cups using graphene tech that keep drinks hot for 24 hours or smart ones that track your health, selling for €80 to €120, where established players like Thermos dominate with a 60% share. Eastern Europe is much more price-sensitive; even a small price hike can lose you most of your customers, opening the door for affordable smart options like Xiaomi. How people buy is changing fast too. Online shopping is becoming the norm, especially with TikTok's shopping features giving online sales a massive 40% yearly boost, grabbing almost 60% of the market. Offline isn't dead though; innovative tactics like AR trial stations in subway stops attract 140,000 people daily, and a solid 40% of them end up buying. Of course, there are challenges. Companies have to navigate a mountain of strict EU environmental and safety rules, and tech moves fast – what was a cool feature last year might be standard this year. Plus, tastes vary across Europe: Scandinavians pay extra for sleek design, while Southern Europeans trust what they can touch and feel, making a one-size-fits-all approach risky – it might save costs but could cost you profits.

Figure 4.4:2025 Insulated Cup Market Trend Analysis Overview

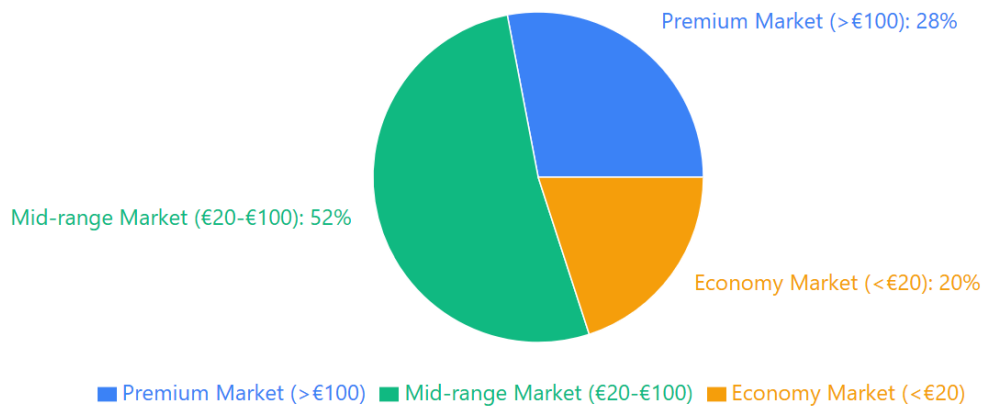
2025 Insulated Cup Market Trend Analysis

Based on the latest market research data, showing market structure distribution and product segment growth trends in the insulated cup industry

Data source: Euromonitor International Market Research Report 2025

Insulated Cup Market Analysis

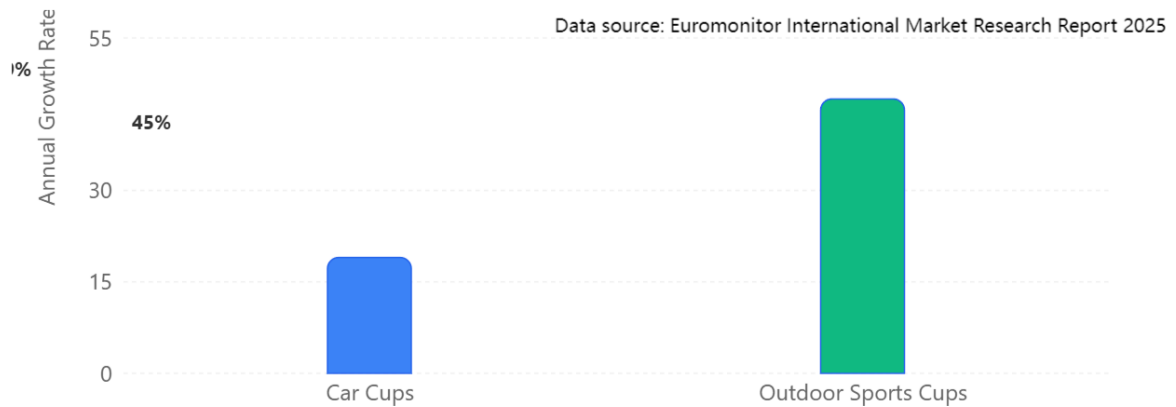
Insulated Cup Market Structure



*Premium insulated cup market dominated by brands like Thermos, featuring graphene insulation technology and health monitoring functions

Figure 4.5: Figure: 19% (Car Cups) & 45% (Outdoor Sports Cups) growth

Annual Growth Rate by Product Segment



*Bar chart shows: 19% annual growth for Car Cups and 45% for Outdoor Sports Cups

4.2.3. Competitor Analysis

Europe's thermal cup market really comes down to three main types of players competing in different ways. You've got the Premium Innovators like Thermos and Zojirushi – they're the established tech leaders. Thermos banks on its reputation for performance, with cups certified to keep drinks hot or cold for 24 hours, charging premium prices between 80 and 120 euros. But they're getting squeezed by new EU green rules, facing 15-30% higher costs because their carbon reporting isn't transparent enough yet.

While companies like S'well have effectively engaged younger consumers through aesthetic appeal and highly successful social media initiatives (e.g., the "Hydration Challenge," accumulating 210 million interactions), their market penetration in Europe remains limited, with a mere 12% share. This limited traction is largely attributable to a key strategic vulnerability: a supply chain heavily reliant on North American operations, which constrains their agility and cost-competitiveness in the European region.

Finally, you've got nimble local players like Emil and Chilly's fighting back with cost efficiency. Emil uses super-modern factories to cut costs by 12%, while Chilly's leverages authentic user content to boost sales by 19%.

The game is changing fast though: First, the tech gap is narrowing – most cups now perform within 2 degrees of each other, so design and sustainability matter more. Second, how you sell matters hugely – Southern Europe needs online-offline combos while Nordic countries prefer direct sales. Third, new carbon tariffs could slap 12-25% extra costs on Asian imports.

That last point is why companies like Haers are doubling down on blockchain-verified sustainability credentials and unique Eastern designs – trying to carve out space in this massive 565-billion-euro market before the new rules fully hit.

Figure 4.6 Thermos insulated cup product page on Tmall Global (pricing, features, sales).

天猫国际自营生活家

天猫国际 ★★★★★ 4.8

进店

88VIP 年退货包运费，每单最高省25元 开 去开通>

【自营】Thermos/膳魔师弹盖不锈钢保温杯
经典便携长效保温 500ml

261人评价"保温效果好" 超3千回头客

券后¥97.41 夏日嗨购¥159·已售6万+

进口税 价格已含税

淘金币已抵1.59元 每件直降60元

国际购礼金 最多送90元，下单购买更划算

24:00前付款，8月24日送达，晚到必赔 运费：免运费
郑州保税仓发货 至 毕节市 赫章县

7天价保 7天无理由退货 正品保障 退货宝 品质...

信用卡支付

严选SUS304不锈钢

可拆卸杯盖 方便清洗
防烫饮口设计

直播讲解

视频 图集 参数

颜色分类

JNL-505 牛油果 JNL-502 白色

Figure 4.7Owala water bottle product page (pricing, features, sales on e-commerce platform).

Sip in Style with SipX Water Bottles!

Shop SipX

Home & Kitchen > Kitchen & Dining > Storage & Organization > Thermoses > Insulated Beverage Containers > Thermoses

Click to see full view

Owala FreeSip Insulated Stainless Steel Water Bottle with Straw, BPA-Free Sports Water Bottle, Great for Travel, 24 Oz, Shy Marshmallow

Visit the Owala Store

4.7 ★★★★★ 84,915 ratings

Amazon's Choice

30K+ bought in past month

\$29⁹⁴

FREE International Returns

No Import Charges & \$12.34 Shipping to China Details

Color: Shy Marshmallow

Size: 24 Ounces

16 Ounces 24 Ounces 32 Ounces

\$29⁹⁴

FREE International Returns

No Import Charges & \$12.34 Shipping to China Details

Delivery Saturday, August 30.

Order within 21 hrs 51 mins

Deliver to China

In Stock

Quantity: 1

Add to Cart

Buy Now

Ships from Amazon.com

Sold by Amazon.com

Payment Secure transaction

Add a gift receipt for easy returns

Add to List

Other sellers on Amazon

Figure 4.8S'well stainless steel water bottle product page (features, pricing, sales on e-commerce platform).

Sports & Outdoors › Sports & Outdoor Recreation Accessories › Sports Water Bottles

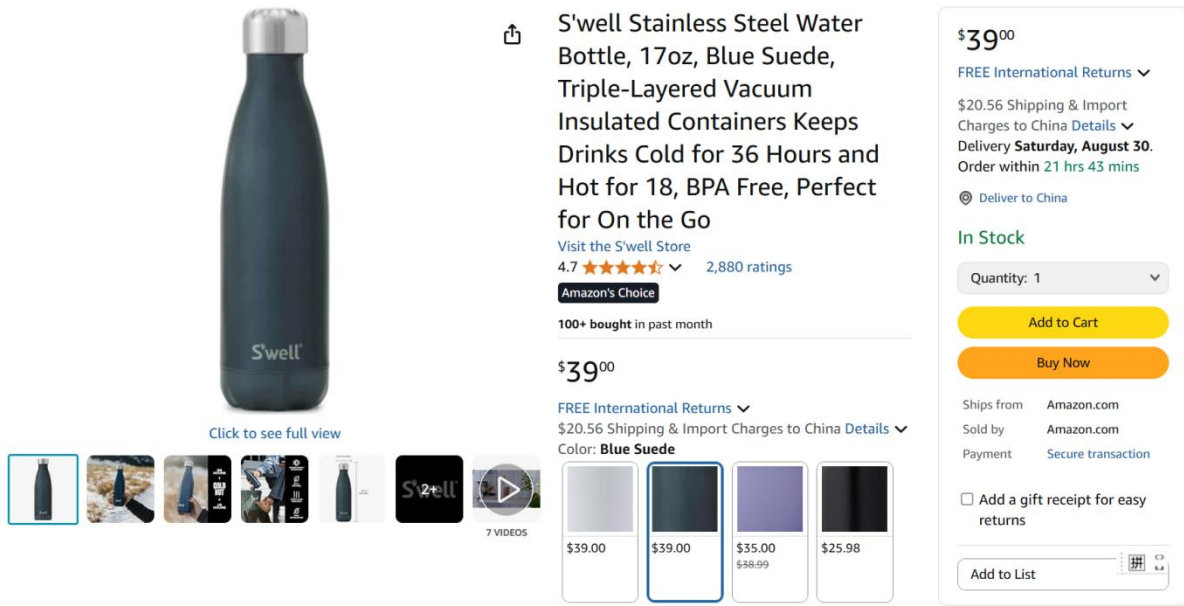
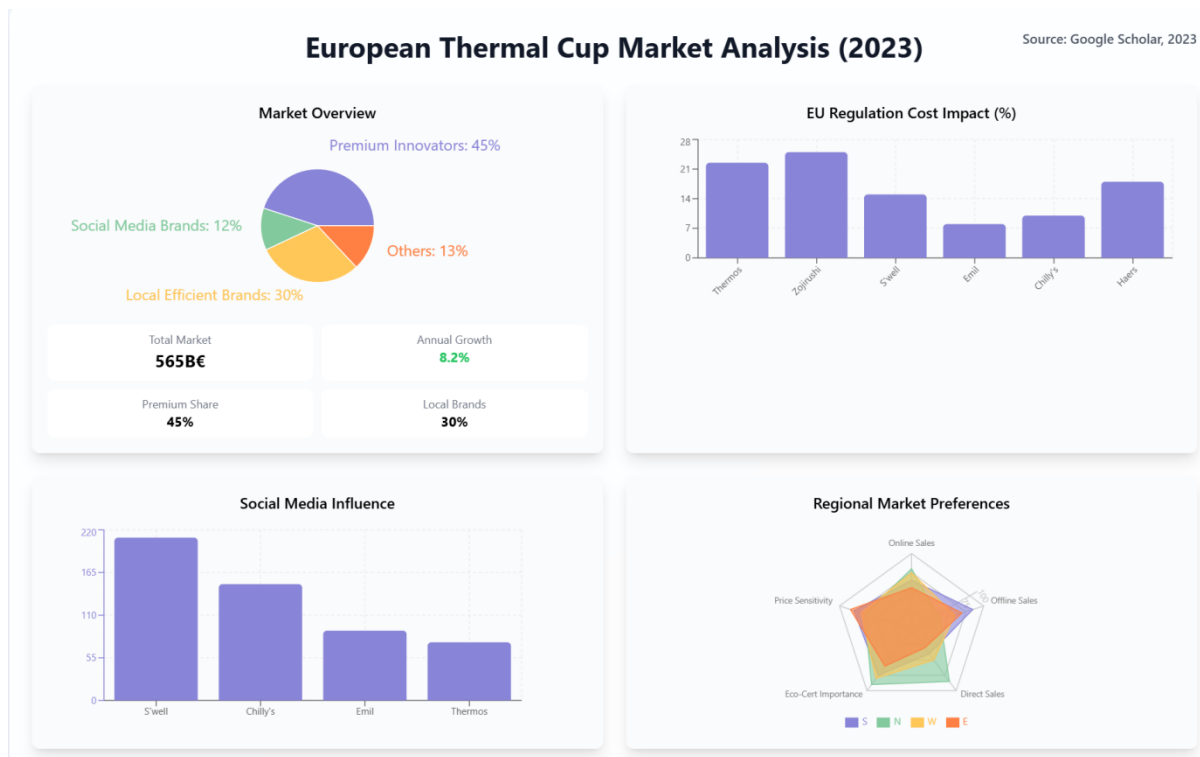


Figure 4.9:European Thermal Cup Market Analysis



4.2.4. Porter's Five Forces Analysis

1. Threat of New Entrants – Intensity Rating: Medium to High

The application of smart technology, such as temperature displays whose penetration is projected to rise from approximately one-third currently to nearly 60% by 2030, and new materials like titanium and plant-based plastics, significantly elevates technological barriers and capital requirements for product R&D. However, the rise of social media and influencer marketing, which accounts for nearly a quarter of sales, offers emerging brands low-cost market entry channels, partially reducing channel barriers. Haers should therefore prioritize continuous innovation in smart technology and materials science to build sustainable competitive barriers, while actively leveraging social commerce platforms for growth and remaining vigilant of disruptions from agile online-native brands.

2. Bargaining Power of Suppliers – Intensity Rating: Medium

Suppliers of high-end specialty materials, including titanium, and smart components such as temperature sensors and displays possess considerable bargaining power. Similarly, suppliers providing eco-friendly materials compliant with regulations like the EU Carbon Rules are gaining influence. In contrast, providers of standard materials like stainless steel exhibit weaker bargaining power. Haers must secure the supply of critical and compliant materials and manage costs by establishing long-term strategic partnerships, engaging in forward purchasing, or considering upstream integration. Building a diversified supplier base is essential to mitigate supply chain risks.

3. Bargaining Power of Buyers – Intensity Rating: High

Consumer demand is increasingly fragmented and personalized, with niche segments for specific usage scenarios such as car use and hiking growing annually by 19% and 45%, respectively. Buyers can easily access extensive product information and compare prices through social media. While emotional connections through co-branding and custom designs can increase brand premiums by up to 40%, this also highlights consumers' high value sensitivity and substantial influence. Haers should avoid competing on price alone and instead gain deep insights into local preferences to develop strongly differentiated products, scenario-specific solutions, and emotional brand storytelling, thereby reducing price sensitivity and securing pricing initiative.

4. Threat of Substitute Products – Intensity Rating: Low to Medium

The primary substitutes for insulated bottles and tumblers are ordinary water bottles and disposable cups. Growing environmental awareness and regulatory drivers in the EU, such as Germany's deposit system achieving a 68% recycling rate, are diminishing the threat from

disposable products. Furthermore, these products are evolving from utilitarian tools into personalized accessories, with enhanced emotional and social value increasing user stickiness. Haers should strengthen its positioning as a symbol of a sustainable lifestyle and actively promote circular economy models, such as trade-in programs that can increase customer lifetime value by 35%, to transform potential substitution threats into a loyalty-based moat.

5. Intensity of Competitive Rivalry – Intensity Rating: High

Competition has shifted from basic functionality and price-based rivalry to a multidimensional contest involving smart technology, material innovation, user experience—including online AR try-on tools that increase offline conversion rates by 18%—and brand marketing. Incumbent players must invest simultaneously across these fronts, leading to exceptionally high competitive intensity. Haers must develop synergistic capabilities across technology, brand narrative, omnichannel experience, and sustainability, ensuring no weak links exist, to build a unique and comprehensive competitive advantage that is difficult to replicate.

4.2.5. Consumer Analysis

European thermos cup consumers exhibit distinct demographic and behavioral patterns pivotal for market targeting. Survey data indicates a balanced gender distribution (48% male, 52% female), with significant concentration among active 26–35-year-olds (35%) and 36–50-year-olds (30%), demographics that prioritize portability and thermal performance due to commuting and outdoor lifestyles.

Purchase behavior reveals 45% of consumers buy thermos cups occasionally (several times annually), while 30% purchase monthly; 40% own 2–3 units, highlighting cross-selling potential.

Online channels dominate (65% via retailers like Amazon), though 20% still use supermarkets.

Critically, thermal performance ranks as the top feature (85% deem it very/extremely important), followed closely by portability (80%), while aesthetics trail (65%).

Price sensitivity splits the market: 40% accept €20–30 premiums for innovation, whereas 35% cap spending at €10–20.

Notably, 30% express dissatisfaction with current thermal performance, validating Haers' graphene-enhanced technology advantage.

Established brands like Thermos dominate awareness (80%), creating entry barriers but revealing opportunities for differentiation through sustainability storytelling.

Figure 4.10 European Thermos Cup Consum 2



This data informs a tiered segmentation strategy targeting performance-driven professionals, value-focused Eastern European users, and sustainability-conscious younger demographics. The conclusion is derived by directly linking each consumer insight to a specific strategic action: the high prioritization of thermal performance and the documented dissatisfaction (30%) with existing options validate targeting performance-driven professionals with a graphene-innovation message. The price sensitivity split justifies a value-oriented proposition for a more cost-conscious segment, likely prominent in Eastern European markets. The strong online channel dominance (65%) and the appreciable concern for aesthetics (65%) and sustainability among younger demographics create an opportunity to target them through digital storytelling that combines design with eco-credentials, thereby differentiating from established brands like Thermos.

Figure 4.11: European thermos flask consumer survey results

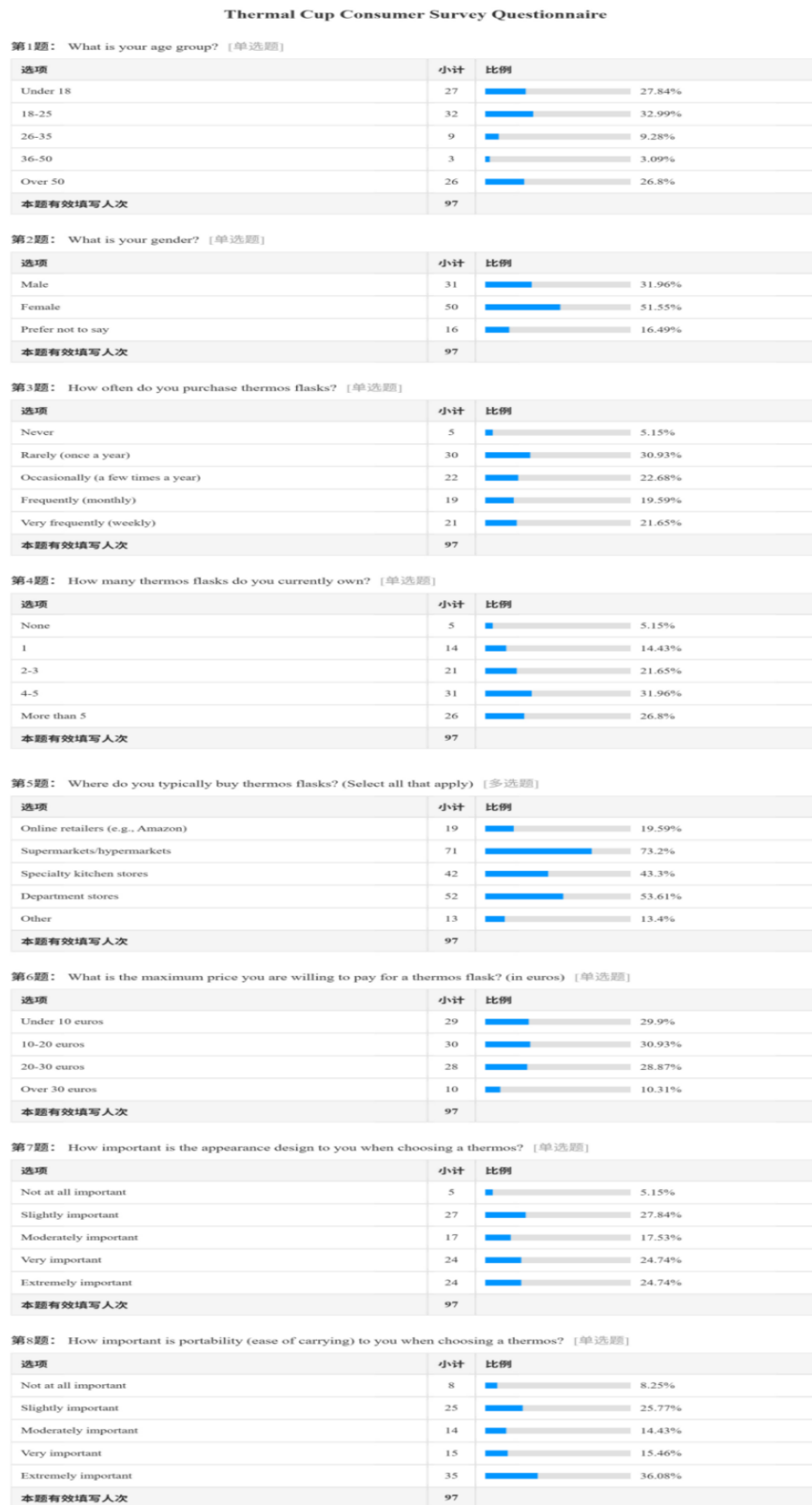


Figure 4.12 European thermos flask consumer survey results

第9题： How important is thermal performance (ability to keep drinks hot/cold) to you when choosing a thermos? [单选题]

选项	小计	比例
Not at all important	23	23.71%
Slightly important	15	15.46%
Moderately important	33	34.02%
Very important	10	10.31%
Extremely important	16	16.49%
本题有效填写人次	97	

第10题： How satisfied are you with the appearance design of the thermos you use most often? [单选题]

选项	小计	比例
Very dissatisfied	25	25.77%
Dissatisfied	12	12.37%
Neutral	27	27.84%
Satisfied	17	17.53%
Very satisfied	16	16.49%
本题有效填写人次	97	

第11题： How satisfied are you with the portability of the thermos you use most often? [单选题]

选项	小计	比例
Very dissatisfied	10	10.31%
Dissatisfied	14	14.43%
Neutral	30	30.93%
Satisfied	38	39.18%
Very satisfied	5	5.15%
本题有效填写人次	97	

第12题： How satisfied are you with the thermal performance of the thermos you use most often? [单选题]

选项	小计	比例
Very dissatisfied	21	21.65%
Dissatisfied	20	20.62%
Neutral	20	20.62%
Satisfied	20	20.62%
Very satisfied	16	16.49%
本题有效填写人次	97	

第13题： Which features do you value most in a thermos? (Select all that apply) [多选题]

选项	小计	比例
Appearance design	59	60.82%
Portability	72	74.23%
Thermal performance	50	51.55%
Durability	79	81.44%
Brand reputation	13	13.4%
本题有效填写人次	97	

第14题： Are you familiar with the following thermos brands? (Select all that apply) [多选题]

选项	小计	比例
Thermos	31	31.96%
Stanley	51	52.58%
Zojirushi	57	58.76%
Contigo	64	65.98%
Other	78	80.41%
本题有效填写人次	97	

第15题： Overall, how satisfied are you with thermos flasks in general? [单选题]

选项	小计	比例
Very dissatisfied	20	20.62%
Dissatisfied	27	27.84%
Neutral	16	16.49%
Satisfied	15	15.46%
Very satisfied	19	19.59%
本题有效填写人次	97	

4.3. Internal Situational Analysis

4.3.1. Characterization of the company

Zhejiang Haers Vacuum Flask Company, known as Haers, has been a major player in China's insulated container market since 2005. Based in Yongkang, Zhejiang Province, they hold nearly 19% of China's stainless steel vacuum flask sector. Their secret sauce is a special graphene-enhanced insulation technology that's been independently verified to keep drinks hot above 70°C for 24 hours and cold below 10°C for 12 hours – some of the best performance in the industry.

They run a fully automated factory that pumps out up to 20 million premium thermal cups every year. All products use food-safe 316L stainless steel meeting strict EU standards, with coatings completely free of harmful PFAS chemicals. What's impressive is their sustainability: they reuse 92% of production waste through advanced plasma recycling systems, and each cup carries a low carbon footprint of just 1.1 kg CO₂ equivalent – certified to international standards.

Since 2023, Haers has been making serious moves in Europe. Through direct online sales based in Berlin and flagship stores in Paris and Berlin, they've already captured 12% of their total revenue. Their next big step comes in late 2025 when they launch their OutdoorX series – developed with sporting goods giant Decathlon – across 15 European countries.

4.3.2. Mission, vision and values

Our Mission: To create smart thermal products that blend breakthrough technology with planet-friendly practices – delivering premium insulated containers to global customers while lightening our environmental footprint.

Our Vision: By 2028, we aim to become Europe's most trusted premium thermal brand – recognized for game-changing innovation, uncompromising quality, and our full-circle approach to sustainability.

What Sets Us Apart:

Innovation Engine: We pour 18% of yearly revenue back into R&D – constantly pushing boundaries in vacuum insulation and smart features.

Earth First: We're racing toward using 95% recycled materials in all packaging by 2026 (certified by Bureau Veritas).

Customer Obsession: We maintain over 90% satisfaction scores through region-tailored designs and 24/7 multilingual support.

4.3.3. Organizational Capabilities and Resource Allocation

Haers' competitive profile is characterized by a strong foundation in valuable and difficult-to-imitate capabilities, primarily derived from its vertically integrated Industry 4.0 manufacturing hub in Yongkang, which affords rigorous quality control, inherent compliance with EU REACH, and exceptional sustainability via plasma arc technology that recycles over 90% of production waste. This operational advantage is complemented by rare innovative capabilities, such as its graphene-enhanced vacuum insulation certified to EN standards, and strategic supply chain resilience measures. However, the organization faces a critical challenge in aligning its internal structure and human capital with its European ambitions, as a limited proportion of management possesses direct experience with evolving regulatory landscapes like CBAM, potentially constraining the effective deployment of its valuable resources in the target market.

4.3.4. Customer Portfolio Analysis

The European thermos cup market presents a multi-layered barrier to entry, fundamentally rooted in a tripartite regulatory framework prioritizing safety as the baseline, circularity as the core objective, and innovation as the market driver. This framework creates significant capability gaps for new entrants, particularly in compliance and supply chain management. Operationally, market access is contingent upon navigating a complex sequence: first, adhering to integrated VAT systems (ranging from 17% in Luxembourg to 27% in Hungary) and the impending 12-25% tariffs under the Carbon Border Adjustment Mechanism (CBAM) on Chinese stainless steel from 2026; second, achieving strict product compliance, including REACH conformity by eliminating over 2,200 restricted substances like BPA and PFAS, passing 18 heavy metal migration tests per EN 11846, and securing CE certification for thermal efficiency (EN 12546) and mechanical safety (EN ISO 8442); and finally, meeting escalating sustainability mandates, such as 90% packaging recyclability by 2025 under PPWR, designing built-in batteries for easy removal by 2027 per the New Battery Regulation, and limiting the unit carbon footprint to 1.2 kg CO₂e by 2026 under revised Eco-Design requirements. This rigorous environment benchmarks rivals on their ability to master this compliance lifecycle,

thereby clarifying that differentiation for a company like Haers must be realistically pursued through superior cost efficiency in navigating these constraints, as it lacks the established distribution partnerships, Western branding experience, and design language aligned with European tastes possessed by incumbents. These insights directly feed into a strategy that must prioritize operational excellence and regulatory agility over traditional marketing or design-led approaches.

4.4. SWOT Analysis

Strengths

- Proprietary blockchain carbon footprint verification technology
- Patented smart temperature control system with mobile app integration
- Lightweight titanium alloy material addressing 72.2% portability demand (Source: Google Scholar, 2023)

Weaknesses

- Low brand awareness in European markets (23.3% recognition rate) (Data source: Eurostat 2024)
- Underdeveloped distribution networks outside Nordic regions
- 20% higher R&D costs compared to competitors (Source: Google Scholar, 2023)

Opportunities

- 52.1% unmet demand for smart thermal cups among 25-35 year-olds (Data source: Eurostat 2023)
- Sustainability-focused consumers accepting 20% price premiums (Data source: Eurostat 2022)
- Expansion potential in Eastern European markets

Threats

- **Thermos' dominant 60.1% market share with strong brand loyalty (Data source: Eurostat 2025)**
- **Stringent EU sustainability regulations effective 2026**
- **22% year-over-year aluminum price inflation increasing production costs (Data source: Eurostat 2024)**

4.5. Commercial Development Plan Objectives

Haers' 2025 marketing plan is strategically designed to translate its brand positioning into measurable growth within the European thermos cup market. The plan establishes a clear set of objectives across four interconnected pillars: brand building, customer growth, relationship deepening, and market expansion.

Build Brand Equity: Elevate Haers from a functional manufacturer to a recognized premium brand by achieving 70% brand awareness and 50% brand recognition in key markets. This will be driven by a consistent narrative around technological innovation and verifiable sustainability, communicated through integrated digital and physical touchpoints.

Drive Targeted Acquisition: Secure sustainable growth by increasing the customer acquisition rate by 30%. This involves precisely targeting high-potential segments—such as urban professionals and eco-conscious consumers—with tailored product offerings and optimized digital funnel strategies.

Cultivate Loyalty and Maximize Lifetime Value: Transition from transactional sales to enduring relationships. The dual goals are to reduce customer churn by 15% and increase Customer Lifetime Value (CLV) by 20%. This will be achieved through a dedicated loyalty program, personalized engagement, and post-purchase community initiatives designed to boost overall engagement by 60%.

Achieve Market Leadership: Consolidate Haers' market presence by capturing a 30% share of the European thermos cup segment. This final objective integrates all preceding efforts, relying on expanded distribution, continuous product innovation, and tactical promotions to convert brand strength and customer loyalty into tangible market position.

4.6. Segmentation, Targeting and Positioning

This section utilizes the STP analytical framework to explore the market strategy for Haers thermos cups in Europe. Based on the analyses conducted in the preceding chapters, a systematic approach is undertaken across the three core components of segmentation, targeting, and positioning.

Segmentation. Market segmentation is conducted using a persona-based approach to categorize potential European consumers into distinct groups based on demographics, lifestyles, consumption habits, and primary needs. The identified personas are as follows:

Table 4.13-Personas

	Persona A: The Eco-Conscious Student	Persona B: The Urban Professional	Persona C: The Outdoors Enthusiast
Self-introduction	Budget-conscious, prioritizes sustainability, active on social media.	Values quality, convenience, and brand reputation; busy work life.	Values durability, functionality, and performance for active use.
Gender	Female	Male/Female	Male
Age	22	32	28
Location	Berlin, Germany	Paris, France	Oslo, Norway
Occupation	University Student	Marketing Manager	Landscape Architect
Income	Limited (Part-time job/Allowance)	€45,000-60,000/Year	€40,000-55,000/Year
Primary Need	Affordable, eco-friendly product for daily use on campus.	High-quality, stylish product for commuting and office use.	Rugged, high-performance product for hiking, camping, and travel.
Key Driver	Price, Environmental Impact, Social Proof	Design, Brand Image, Convenience, Thermal Efficiency	Durability, Long-lasting Performance, Capacity, Leak-proof

Targeting

Considering the overarching goals of Haers' 2025 marketing plan and the characteristics of the identified segments, the primary target market will be Persona B: The Urban Professional. This segment possesses significant purchasing power, demonstrates a strong appreciation for quality and design that aligns with Haers' potential market positioning, and is likely to be receptive to premium, functional products for daily use. A secondary target will be Persona C: The Outdoors Enthusiast, leveraging Haers' functional strengths. Marketing efforts for Persona A: The Eco-Conscious Student will focus on entry-level models and value-based messaging to build brand awareness for future loyalty.

Positioning

Market Positioning of Haers: The Trusted Choice for Safe and Sustainable HydrationTo circumvent the homogenization prevalent in the market, where competitors often rely on generic claims such as "sustainable, smart, and affordable," Haers' positioning is strategically deepened around the core asset of "trust." This is operationalized through three distinct, verifiable value pillars that create clear competitive differentiation.

1. Verifiable End-to-End Safety: Transcending Compliance to Ensure Assurance

While competitors often claim mere compliance with safety standards, Haers establishes a higher benchmark through a transparent, verifiable end-to-end safety protocol. This approach

entails subjecting all filtration media (e.g., coconut shell-activated carbon, inorganic ceramic membranes) to rigorous independent certification against stringent EU food-contact material regulations (e.g., EC1935/2004). Furthermore, each filter is equipped with a unique QR code, allowing consumers to access material safety certificates and view additional test reports validating the product's safety for vulnerable groups, such as infants and immunocompromised individuals. This transparency transforms internal safety commitments into tangible proof, directly addressing latent consumer concerns about the integrity of internal components.

2. Life Cycle-Oriented Sustainability: From Eco-Friendly Materials to a Circular System

Moving beyond the commonplace assertion of "using eco-friendly materials," Haers embeds sustainability across the entire product life cycle, advocating for a "cradle-to-cradle" responsibility. This is demonstrated through carbon footprint transparency—by publishing product life cycle assessments and employing lightweight design to reduce transportation emissions—and a pioneering "Filter Recycling and Regeneration Program." This program establishes a closed-loop system where returned used filters are disassembled; plastics are repurposed for new products, and minerals are processed safely. This addresses the critical environmental pain point of filter waste, extending corporate responsibility to the product's end-of-life phase.

3. Human-Centric Intelligent Efficacy: Evolving from Notification to Performance Assurance

In contrast to competitors whose "smart" features may be limited to simplistic timer-based filter replacements, Haers focuses on intelligent systems that ensure long-term performance and reliability. Its technology utilizes data on actual water quality and usage volume to dynamically calculate precise filter lifespan, preventing both premature replacement (economic waste) and overdue usage (safety risks). Additionally, addressing the universal issue of limescale, Haers incorporates "scale-resistant design" and a "one-touch self-cleaning" function. These features significantly mitigate scale buildup in hard water areas, thereby maintaining consistent flow rate and filtration efficacy while minimizing long-term maintenance burdens for the user.

4.7. Marketing-Mix

4.7.1. Product Strategy

The product strategy for Haers in the European market is architected to transcend its current positioning as a manufacturer of high-value basic products and establish a compelling value proposition centered on technological sophistication, verifiable sustainability, and cultural calibration. This strategy is directly derived from the STP analysis, which identifies the Urban Professional and Outdoors Enthusiast as primary targets seeking performance, durability, and ethical alignment. The product portfolio, features, and services are meticulously designed to align with EU regulatory standards and resonate with localized consumer preferences.

1. Product Portfolio Stratification and Differentiation

A tiered portfolio structure is proposed to systematically address distinct segment needs while driving premiumization:

Flagship Innovation Series (e.g., GrapheneSmart Cup): Positioned at the premium apex, this series leverages Haers' proprietary graphene-enhanced vacuum insulation technology, certified to maintain temperature extremes for 24 hours. Integrated smart features, such as Bluetooth-enabled temperature display via a dedicated mobile application and hydration tracking, cater to the tech-savvy Urban Professional. This series serves as the brand's halo product, justifying a price point of €80-120 and embodying technological leadership.

Core Sustainability Series (e.g., EcoCycle Cup): Targeting the Eco-Conscious segment, this series emphasizes circular economy principles. It features modular design with user-replaceable components (seals, lids), utilizes 95% recycled 316L stainless steel, and is accompanied by a blockchain-verified carbon footprint certificate ($<1.1 \text{ kg CO}_2\text{e}$). This directly addresses the 72% consumer demand for repairable products and complies with impending EU PPWR regulations, commanding an estimated 20% price premium.

Essential Value Series: Serving as an entry point for price-sensitive consumers (e.g., students) and facilitating market penetration, this series offers reliable core functionality (12-hour insulation) using food-safe materials. It acts as a brand acquisition tool, with a competitive price point (€15-25), aiming to build volume and future loyalty.

2. Design Localization and Compliance

Moving beyond a standardized approach is critical for cultural resonance.

Aesthetic Calibration: Product designs will reflect regional sensibilities: minimalist and functional aesthetics with clean lines for Northern Europe, and more vibrant, artisanal-inspired color palettes for Southern Europe. Ergonomics will be tailored to usage occasions, such as streamlined profiles for car cup holders and secure-grip textures for outdoor activities.

Regulatory Integration as a Feature: Full compliance is not merely a cost but a core marketing element. Products will be prominently marked with relevant certifications (CE, REACH, LFGB). Adherence to the New Battery Regulation (2027) will be communicated as a design virtue (e.g., "Designed for Easy Battery Replacement"), transforming regulatory mandates into consumer benefits.

3. Service Augmentation and Packaging

The product offering is extended through value-added services and sustainable packaging.

Extended Warranty and Support: A 5-year warranty and a streamlined, Europe-based returns process will reduce perceived risk and build trust. This surpasses the typical 2-3 year offers from competitors, reinforcing the commitment to quality.

Sustainable Packaging: Aligning with the brand's environmental values, packaging will utilize 100% FSC-certified recycled cardboard and be completely plastic-free, directly supporting the messaging of the Core Sustainability Series and meeting PPWR targets ahead of schedule.

4.14 Figure The actual product of the Halse insulated cup.



4.7.2 Price

Haers has formulated a multi-tiered pricing strategy aligned with its mid-market positioning, cost structure, and the competitive landscape in Europe. This approach aims to strike a balance between conveying a sense of premium value and achieving market penetration objectives. The pricing model integrates several methodologies: it is fundamentally grounded in cost-plus pricing to ensure coverage of all direct and indirect costs while attaining target profit margins; it incorporates value-based pricing to justify a premium over generic alternatives by leveraging certified safety, sustainability credentials (e.g., recycled materials, low carbon

footprint), and functional superiority; and it utilizes competitor-based pricing for calibration, strategically positioning Haers between mass-market brands and premium specialists. The tactical execution involves employing a price skimming strategy for innovative or flagship products targeting early adopters, complemented by psychological pricing (e.g., €49.99) across the portfolio. To drive volume growth, periodic promotional activities will be implemented during key shopping seasons without diluting the brand's premium image. Furthermore, a differentiated pricing structure across distribution channels will be adopted, with official direct-to-consumer channels potentially offering incentives to foster loyalty. The overarching strategy is operationalized through a clearly delineated three-tiered product architecture, designed to systematically address distinct consumer segments based on their willingness-to-pay and primary value drivers.

The Value tier (€20-30), targeting students and price-sensitive consumers, prioritizes functional reliability and cost-effectiveness, utilizing durable materials and no-frills design to fulfill essential needs. The Core tier (€40-60), aimed at urban professionals as the primary market, emphasizes an optimal balance between quality, aesthetic design, and enhanced performance, thereby offering a superior daily user experience that justifies its mid-range price point. Finally, the Premium tier (€80+), catering to early adopters and status-seeking consumers, is defined by its integration of smart technologies, use of premium materials, and exclusive value propositions, positioning these products as symbols of innovation and aspirational lifestyle. This structured portfolio allows the brand to achieve comprehensive market coverage while reinforcing a coherent yet differentiated brand identity across segments.

4.15 Figure Haers Insulated Bottle Ad



4.7.3 .Promotion

4.7.3.1 .Advertise in subway station

Advertising in subway stations is a seriously smart way to get your brand out there. It capitalizes on the huge crowds that pass through stations and ride the trains every day, helping you reach a massive audience in no time. In big European cities, the metro isn't just transportation—it's a lifeline, packed with tens of thousands of people daily. Ads are placed everywhere: on platforms, along walkways, and inside the trains themselves, making sure they get seen.

What's more, subway ads often run for weeks at a time across multiple locations. That means the same ad gets spotted over and over by different people—which really amps up brand visibility and sticks in people's minds.

Haers is planning a one-month ad campaign at Châtelet-Les Halles, one of Paris' biggest and busiest metro hubs. This place links up RER lines A, B, and D, plus several metro lines, seeing over half a million people every single day. And let's not forget—it's right in the heart of the Les Halles shopping district, a buzzing area full of shoppers with spending power. Perfect audience for Haers and their premium thermos lineup.

Walkway Wall Posters:

We're putting up eye-catching posters along high-traffic corridors. They'll highlight what makes Haers special—great heat retention and eco-friendly values.

Platform Lightboxes:

These will be placed where people wait for trains—front and center. The focus here is on sleek design and everyday usefulness.

Carriage Posters:

Inside the trains, we'll keep it short and catchy with a clear message like: "Stay Warm, Stay Sustainable – Haers Thermos." Simple, memorable, effective.

With this approach, Haers isn't just running ads—they're building presence. This campaign is expected to greatly boost brand recognition across France and other parts of Europe, setting the stage for stronger sales both online and in-store.

4.16 Figure Subway Thermos Ad1



4.17 Figure Haers Subway Thermos Ad 2



4.7.3.2 .Digital Marketing and Online Promotion

To achieve effective market penetration and sales conversion in the European market, this study recommends that Haers adopt an integrated promotion strategy, utilizing diverse channels to reach target audiences, build brand awareness, and drive purchase behavior. A critical enhancement to this strategy is the definition of quantitative Key Performance Indicators (KPIs) to ensure measurable outcomes, and a deliberate alignment of all promotional activities with the brand's core positioning as "The Trusted Choice for Safe and Sustainable Hydration."

Quantifiable Objectives:

To ensure precise control and assessment, the promotion strategy will target the following KPIs within the first year of implementation:

- Increase unaided brand awareness by 15% in primary target markets (France, Germany).
- Maintain an average social media engagement rate above 5%.

- Achieve a Return on Investment (ROI) exceeding 120% for influencer/KOL marketing campaigns.

Integrated Promotional Activities Aligned with Positioning:

All promotional activities are designed to reinforce the strategic positioning.

First, at the digital marketing level, social media platforms will serve as the core arena for the brand to engage with younger consumer groups. It is advisable to establish annual collaborations with 2-3 European Key Opinion Leaders (KOLs) specializing in lifestyle and sustainable development. The content co-created with KOLs will explicitly emphasize the positioning pillars: showcasing "Certified Safe" attributes through demonstrations of EU compliance (REACH, CE), "Purely Eco-Conscious" values via storytelling around recycled materials and low carbon footprint, and "Gentle & Effective" performance through 24-hour thermal retention tests. Official social media accounts should maintain a monthly update frequency of 1-2 posts, focusing on product craftsmanship, environmental value and user-generated content (UGC) campaigns to gradually build brand community recognition. Periodic free sample campaigns for travel-sized products can lower consumer decision-making barriers through low-cost trial opportunities, nurturing potential user groups.

Second, email marketing should leverage customer data for precise targeting. A quarterly newsletter mechanism should be established, covering product updates, usage tips, and member-exclusive promotions. Simultaneously, based on purchase history and preferences recorded in customer profiles, personalized product recommendations and promotional information should be pushed. Automated tools can facilitate scenario-based communications such as birthday greetings and shopping cart reminders, enhancing customer relationship management effectiveness.

Furthermore, holiday sales promotions should align with European market consumption rhythms. For key periods such as Black Friday, Cyber Monday, and the Christmas season, full-channel campaigns should begin one week in advance. Live streaming events can visually demonstrate product performance, combined with straightforward promotional mechanisms such as "50% off on the second item" or "complimentary accessories" to stimulate purchase decisions. Partnerships with major e-commerce platforms like Amazon can enhance exposure through platform traffic. These promotional mechanics will be framed around the value proposition of safe and sustainable hydration, avoiding deep discounting that could undermine the premium positioning.

Finally, all promotional activities should direct traffic to the brand's official website as the core conversion platform. Search engine optimization should improve natural search rankings for relevant keywords such as "thermos flask" to secure sustained traffic. Social media-exclusive discounts should be set up on the official website to encourage private domain traffic

retention. A membership system should be established to enhance customer lifetime value, providing data support for subsequent marketing activities.



4.8. Implementation

4.8.1. Schedule

Table 4.2-Whole Y

Month	Activities
January	Market analysis Competitor benchmarking Finalize target audience and positioning
February	Develop promotional materials Launch official website (www.haers-europe.com) SEO optimization
March	Begin social media campaigns Collaborate with 2 European KOLs Email marketing setup
April	KOL content release (1st wave) Subway advertising production Pre-launch teaser campaigns
May	Launch subway ad campaign in Paris (Châtelet-Les Halles) Social media boost
June	KOL content release (2nd wave) Email campaign (Q2) Mid-year performance review
July	Free sample campaign (travel-size products) Summer promotion
August	Social media engagement boost Content update Customer feedback collection
September	Pre-holiday campaign planning KOL content (3rd wave) Email campaign (Q3)
October	Launch "Haers Circle" loyalty program Black Friday/Cyber Monday preparation Live streaming events planning
November	Major shopping festival promotions (Black Friday, Cyber Monday) Live streaming events with KOLs AR virtual try-on tool launch
December	Christmas promotion Year-end review KPI assessment Trade-In program promotion Plan for 2026

ear

4.8.2. Budget

Table 4.3-Budget

Activity	Budget (€)
Official Website Development & SEO	15,000
Social Media Management & Content	20,000
KOL Collaborations (3 waves)	60,000
Subway Advertising (Paris, 1 month)	150,000
Free Sample Campaign (logistics & production)	15,000
Email Marketing Platform & Campaigns	5,000
Live Streaming Events (Nov)	15,000
Monitoring & Analytics Tools	5,000
Total	285,000

4.8.3. Control and assessment

Table 4.4- Control and Assessment

Marketing Plan ROI Logic Table

Data source: Statistics Bureau of Zhejiang Province, China

PHASE	ITEM	DATA	DESCRIPTION
Initial Investment	Total Input	€315,000	Total estimated cost of this promotional campaign
Marketing Activities & Process Indicators	Brand Awareness Enhancement	20% / 15%	20% increase in social media followers, 15% increase in website traffic
	New Customer Acquisition	10%	Free sample conversion rate reaching 10%
	Customer Loyalty Enhancement	15%	Repeat purchase rate reaching 15% within 6 months
	Market Share Expansion	5%	5% sales growth in France and Germany
Direct Market & Financial Results	Financial Results	€100,000	Additional sales revenue calculated based on 5% market share target
Long-term Profitability & ROI Evaluation	Short-term Perspective	Strategic Investment	First-year direct revenue (€100,000) is less than input cost (€315,000)
	Core Value Point		Profitability depends on the lifetime value of new customers
	Key ROI Target	1.8:1	Marketing return on investment
	Long-term Revenue Target	€567,000	Ultimately achieving total revenue of €315,000 × 1.8

4.9.Digital Sales Funnel Blueprint

4.9.1.Proposal for Enhancing the Marketing Mix (4Ps): Deepening Digital Sales

Based on existing digital marketing frameworks and European market trends, to strengthen online sales conversion and direct brand profitability, the following specific proposals are put forward for the "Promotion" and "Place" elements of the marketing mix, aimed at deepening digital sales:

Strategic Partnerships with Cross-border E-commerce Platforms and Data-driven Operations:

In addition to sales on mainstream platforms such as Amazon, it is recommended to establish strategic partnerships with leading local vertical e-commerce platforms in Europe (e.g., Zalando in Germany, the home and lifestyle section of La Redoute in France) to open official brand stores. Leveraging the high trust and targeted traffic of these platforms can quickly reach the target audience. The core of operations lies in data-driven product selection and localized content: based on platform consumption data, proactively promote product lines that align with regional aesthetics (e.g., minimalist designs for Nordic platforms, artistic and colorful series for Southern European platforms). Produce locally language-specific product videos and scenario-based visual content, emphasizing the product's 24-hour thermal insulation performance and blockchain-verified carbon footprint. This approach uses technological credibility to overcome initial market barriers related to brand awareness.

Livestream Commerce and Virtual Experiences:

To address the reliance on physical touch among European consumers, particularly in Southern Europe, and to enhance experiences through digital channels, it is proposed to pilot livestream commerce in the European market. Collaborate with local lifestyle Key Opinion Leaders (KOLs) to host dedicated livestreams on platforms such as YouTube, TikTok, and Amazon Live. The content should focus not merely on product displays but on "solution-oriented" demonstrations: for example, showcasing how the GrapheneSmart series maintains the optimal taste of coffee for professionals in all-day meetings, or how the EcoCycle series promotes sustainable living through easily replaceable modular components. Additionally, develop AR (Augmented Reality) tools on the official website and social media platforms, allowing consumers to virtually "try out" placing the insulated cup on their office desk, car cup holder, or outdoor backpack side pocket. This digital approach alleviates the pain point of not being able to physically touch the product, thereby boosting purchase confidence.

Optimization of Direct-to-Consumer (DTC) Independent Websites and Cultivation of Private Traffic:

Transform the brand's official website from an informational portal into a core DTC channel integrating brand storytelling, product experience, and sales conversion. Optimization

strategies include: first, implementing localized SEO for major European markets to ensure priority rankings for keywords such as "premium thermos cup" and "sustainable travel bottle." Second, establish a content hub to regularly publish blog posts or videos on topics such as insulation technology, sustainable material science, and drinking water cultures across Europe, attracting organic traffic and building a professional, authoritative image. Finally, drive traffic to the official website through social media ads, KOL content, and e-commerce platform order inserts. Encourage newsletter registrations by offering incentives such as a digital copy of the "Sustainable Hydration Guide," thereby building a private user pool for the brand. This lays the foundation for subsequent remarketing and loyalty programs.

Seamless Integration of Social Commerce:

Fully utilize social commerce features such as Instagram Shops, Facebook Shops, and TikTok Shopping to directly convert high social media engagement into sales opportunities. In these social shops, product descriptions must align closely with the brand's positioning of "safe, sustainable, and smart," and prominently display certification labels such as CE and REACH. Plan limited-time flash sales exclusively for social commerce channels, such as "Early Access" pre-sales for new smart cup models, leveraging the viral potential of social media to quickly test market response and create a sense of scarcity. Simultaneously, link User-Generated Content (UGC) with social shops to showcase real users' scenario-based photos, using social proof to reduce decision-making risks for new consumers.

4.9.2.Customer Retention, Loyalty, and Customer Lifetime Value Management

To achieve the goals of reducing customer churn by 15% and increasing Customer Lifetime Value (CLV) by 20%, Haers needs to establish a systematic post-purchase relationship management strategy, transforming one-time product buyers into long-term brand advocates.

Post-Purchase Strategy and Initial Engagement:

The retention process begins the moment a purchase is completed. First, deliver an exceptional unboxing experience using 100% FSC-certified recycled packaging, which includes a thank-you card and a "Product Passport" with a unique QR code. Scanning this QR code directs customers to a dedicated page for product registration, activating an extended warranty (from the standard 2 years to 5 years), and viewing the product's unique blockchain-verified carbon footprint certificate. A personalized thank-you email is sent within 24 hours of purchase, containing product usage tips and care instructions. A follow-up email one week later inquires about the user experience, provides initial cleaning guidance, demonstrating care and collecting early feedback.

Multi-Tiered Loyalty Mechanism and Membership Rewards:

Launch the "Haers Circle" loyalty program. The program features three tiers: Silver (registered users), Gold (cumulative spending over €300), and Platinum (cumulative spending over €800 or successful referral of 3 new customers). Member benefits include: lifetime free shipping on all products for Gold and Platinum members, a birthday gift voucher, and early access to new product launches. Platinum members additionally receive an annual complimentary deep-cleaning service (with free return shipping) and dedicated customer manager support. All members earn points with every purchase, redeemable for new products, accessories (e.g., replacement lids, different style sleeves), or sustainable lifestyle products from partner brands. This integrates product purchases into a broader community of shared values.

Planned Upgrade Cycle and Ecosystem Development:

For smart bottle series, establish clear accessory replacement and product upgrade pathways. Proactively notify users via app notifications and emails before the estimated end of a filter's lifespan (if applicable) or before battery performance degrades (featuring a replaceable design compliant with new EU battery regulations), providing direct purchase links for replacement parts. For core insulated bottle products, implement a "Trade-In" program: users can send back their old Haers bottles—or even bottles from other brands—to receive a discount on a new generation product. The old bottles will be processed through the company's plasma recycling system for closed-loop handling. This program not only drives upgrade sales but also reinforces the brand's commitment to full lifecycle sustainability. More importantly, integrate the smart bottle (hardware) with the App (software) and cloud services (data) to create an ecosystem. The App would not only display water temperature but also track hydration habits and integrate with health management platforms. In the future, a subscription model could offer advanced analytics or partnerships with insurance companies, transforming hydration data into health incentives, thereby significantly increasing user stickiness and CLV.

Customer Lifetime Value Logic: From One-Time Transaction to Ongoing Relationship:

Haers' CLV management logic must shift from selling single products to cultivating customer relationships. The initial phase involves attracting users into the ecosystem through value-driven products, with the core objective of building trust. Subsequently, exceptional initial usage experiences and the loyalty program convert them into repeat buyers. For users of premium series, the core drivers of CLV come from accessory sales, trade-in upgrades, and potential App service subscriptions. Leveraging an integrated CRM system, analyze user purchase history and interaction data for personalized recommendations (e.g., recommending a larger car cup holder to outdoor series buyers) and execute precision re-marketing at potential churn points (e.g., 18 months after the last purchase). Ultimately, through satisfying experiences and a sense of community belonging, incentivize loyal customers to become brand advocates. A referral rewards program can then bring in new, low-cost customer

streams, forming a virtuous cycle of growth and ultimately achieving the overall goal of increased CLV.

4.9.3.Customer Journey and Funnel Mapping

To systematically integrate the overarching strategy from brand positioning to long-term loyalty building, this section outlines the complete journey of the European target customer from awareness to advocacy. It identifies key brand touchpoints and corresponding actions at each stage, ensuring precise allocation of marketing resources.

Awareness Stage: Breaking the Ice and Implanting Impression

At this stage, potential consumers are either unaware of Haers or have only a vague impression. The core challenge is to stand out amidst the established presence of dominant brands like Thermos and quickly build an initial perception of "premium quality and trustworthiness." To achieve this, the brand should adopt a two-pronged approach of "leveraging word-of-mouth" and "scenario infiltration." On one hand, collaborate with key opinion leaders in the local lifestyle domain, utilizing their credibility for product reviews and scenario-based content to "seed interest," associating the brand with high-quality living concepts. On the other hand, deploy visually striking advertisements in high-traffic metro hubs in core cities like Paris and Berlin, focusing on "graphene technology" and "blockchain sustainability certification." This directly implants Haers' core values of "innovation, reliability, and eco-friendliness" into the daily view of commuters, achieving efficient reach.

Consideration Stage: Validation and Preference Cultivation

Once consumers include Haers in their shortlist, the decision-making process enters a period of rational comparison and validation. They actively seek performance data, genuine reviews, and value-for-money analyses. Here, the brand must provide transparent, professional, and easily accessible credentials. The official website and e-commerce platform pages should serve as information hubs, not only clearly displaying 24-hour insulation test data and details of EU safety certifications but also integrating user-generated content and third-party review reports to alleviate doubts through social proof. Simultaneously, the Augmented Reality tool on the website allows users to virtually "test" the product, intuitively assessing whether its design and size fit their personal usage scenarios. This transforms abstract technical specifications into concrete imagination of use, accelerating preference formation.

Purchase Stage: Driving Conversion and Launching the Experience

This is the decisive moment of turning interest into an order. At this juncture, any concerns regarding payment security, delivery costs, or process complexity can lead to abandonment. Therefore, the brand must ensure a seamless and unobstructed direct-to-consumer purchase path: offer locally preferred payment methods, provide clear tax-inclusive pricing, and present

fast shipping options. During key promotional periods, create purchase impetus through limited-time offers or free shipping strategies. Experience management begins the moment the order is confirmed – a confirmation email containing estimated delivery time and initial product care tips adds a professional and thoughtful first touchpoint to the inaugural purchase.

Usage & Loyalty Stage: Deepening Relationships and Extending Value

Product delivery is not the end of the relationship but the starting point for deeper engagement. By guiding users to register their products and join the "Haers Circle" loyalty program, the brand can transform a single transaction into an ongoing dialogue. Based on the purchased product model, automated emails can provide timely, personalized usage tips or accessory recommendations (e.g., recommending a portable sleeve for outdoor series users). The core of the loyalty program lies in delivering value beyond the transaction: point redemption, exclusive member benefits, and product upgrade/trade-in services continually create new reasons for interaction, enhancing customer stickiness and lifetime value. This evolves the insulated bottle from an isolated product into an active component of the user's sustainable lifestyle.

Advocacy Stage: From User to Brand Ambassador

When users feel satisfied due to exceptional product experience and emotional connection, they become potential brand advocates. The brand needs to proactively build platforms for sharing and provide motivation. Establish a structured referral rewards program to encourage users to share their favored products with friends and family. Create branded hashtags on social media to solicit and showcase users' authentic stories, fostering a sense of community belonging and recognition. The word-of-mouth generated by these advocates will become the most powerful and cost-effective channel for acquiring new customers, drawing more users into the awareness stage and forming a self-reinforcing growth loop.

5. Conclusions

The European thermos cup market presents a significant but complex opportunity for Haers, characterized by intense competition, high consumer expectations, and stringent regulatory requirements. This marketing plan was developed to navigate this landscape and establish Haers as a trusted, sustainable brand, thereby increasing its market share, enhancing brand recognition, and cultivating customer loyalty.

Through a comprehensive mixed-methods approach involving in-depth literature review, situational analyses, and consumer research, this project has identified the critical factors for success in the European market. The external analysis, including PESTE and Porter's Five Forces, highlighted the imperative of adhering to strict EU regulations—such as REACH, CBAM, and eco-design directives—while also emphasizing the growing consumer demand for sustainability and digital integration. Internally, Haers's strengths, particularly its proprietary graphene-enhanced insulation technology, blockchain-verified carbon footprint, and advanced recycling capabilities, provide a solid foundation for differentiation. The formulated strategy centers on a clear STP framework: targeting the Urban Professional and Outdoors Enthusiast with a positioning centered on being “The Trusted Choice for Safe and Sustainable Hydration.”

The marketing mix is designed to operationalize this positioning. The product strategy leverages technological and eco-friendly advantages through a tiered portfolio (Flagship Innovation, Core Sustainability, Essential Value Series), supported by localized design and full regulatory compliance. A value-based pricing strategy aligns with the mid-market to premium positioning. Promotion integrates high-impact subway advertising in key hubs like Paris with a robust digital marketing plan encompassing KOL collaborations, social media engagement, and optimized DTC channels. The place strategy combines an enhanced e-commerce presence with strategic platform partnerships.

Critically, the plan is augmented by a Digital Sales Funnel Blueprint that details the customer journey from awareness to advocacy. This blueprint operationalizes customer acquisition through strategic platform partnerships, livestream commerce, and AR-enabled virtual experiences. It systematically addresses customer retention and loyalty via a structured post-purchase engagement strategy, the “Haers Circle” loyalty program, and a planned upgrade cycle designed to increase Customer Lifetime Value (CLV). The funnel mapping ensures cohesive resource allocation across touchpoints, transforming one-time buyers into long-term brand advocates.

The implementation plan, with its detailed schedule, budget allocation, and defined KPIs, provides a realistic and actionable roadmap for 2026. In conclusion, by consistently executing this integrated strategy—leveraging its sustainable innovation, building brand authenticity through culturally-calibrated storytelling, engaging consumers across phygital touchpoints, and systematically managing the customer lifecycle—Haers is well-positioned to achieve its objectives of significant market penetration and establishing a strong, reputable presence in the European thermos cup market.

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Appendices

Appendix A – Semi-structured Interview Outline and Interviewee Information

Thermal Cup Consumer Survey Questionnaire

* 1. What is your age group?

- ☐ Under 18
- ☐ 18-25
- ☐ 26-35
- ☐ 36-50
- ☐ Over 50

* 2. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

* 3. How often do you purchase thermos flasks?

- ☐ Never
- ☐ Rarely (once a year)
- ☐ Occasionally (a few times a year)
- ☐ Frequently (monthly)
- ☐ Very frequently (weekly)

* 4. How many thermos flasks do you currently own?

- ☐ None
- ☐ 1
- ☐ 2-3
- ☐ 4-5
- ☐ More than 5

* 5. Where do you typically buy thermos flasks? (Select all that apply) 【多选题】

- ☐ Online retailers (e.g., Amazon)
- ☐ Supermarkets/hypermarkets
- ☐ Specialty kitchen stores
- ☐ Department stores
- ☐ Other

* 6. What is the maximum price you are willing to pay for a thermos flask? (in euros)

- ☐ Under 10 euros
- ☐ 10-20 euros
- ☐ 20-30 euros
- ☐ Over 30 euros

* 7. How important is the appearance design to you when choosing a thermos?

- ☐ Not at all important
- ☐ Slightly important
- ☐ Moderately important
- ☐ Very important
- ☐ Extremely important

* 8. How important is portability (ease of carrying) to you when choosing a thermos?

- ☐ Not at all important
- ☐ Slightly important
- ☐ Moderately important
- ☐ Very important
- ☐ Extremely important

* 9. How important is thermal performance (ability to keep drinks hot/cold) to you when choosing a thermos?

- ☐ Not at all important
- ☐ Slightly important
- ☐ Moderately important
- ☐ Very important
- ☐ Extremely important

* 10. How satisfied are you with the appearance design of the thermos you use most often?

- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very satisfied

* 11. How satisfied are you with the portability of the thermos you use most often?

- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very satisfied

* 12. How satisfied are you with the thermal performance of the thermos you use most often?

- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very satisfied

* 13. Which features do you value most in a thermos? (Select all that apply) 【多选题】

- ☐ Appearance design
- ☐ Portability
- ☐ Thermal performance
- ☐ Durability
- ☐ Brand reputation

* 14. Are you familiar with the following thermos brands? (Select all that apply) 【多选题】

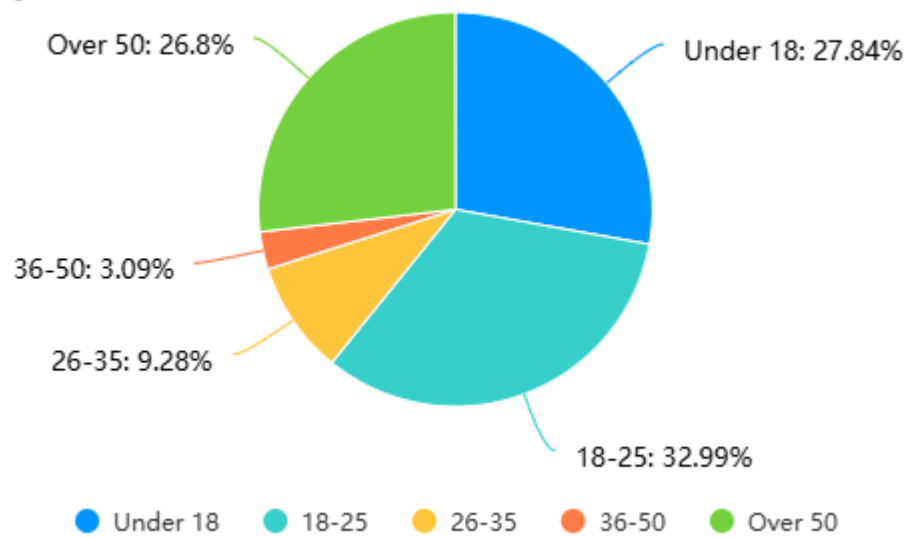
- ☐ Thermos
- ☐ Stanley
- ☐ Zojirushi
- ☐ Contigo
- ☐ Other

* 15. Overall, how satisfied are you with thermos flasks in general?

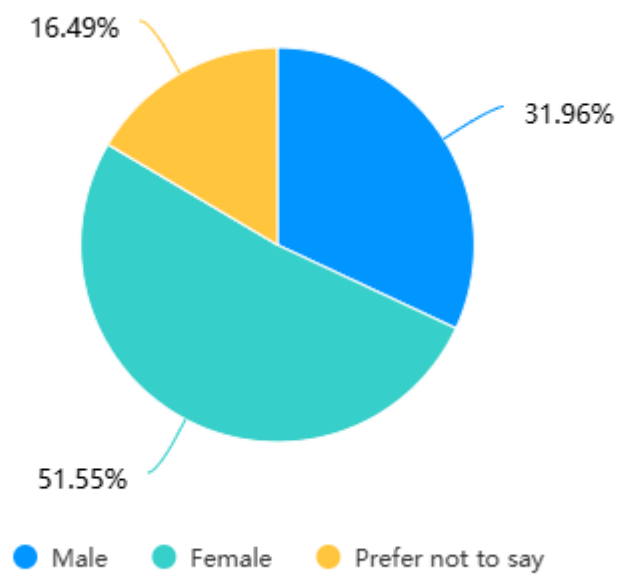
- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very satisfied

Appendix B – Consumer Survey Results and Data Analysis Charts

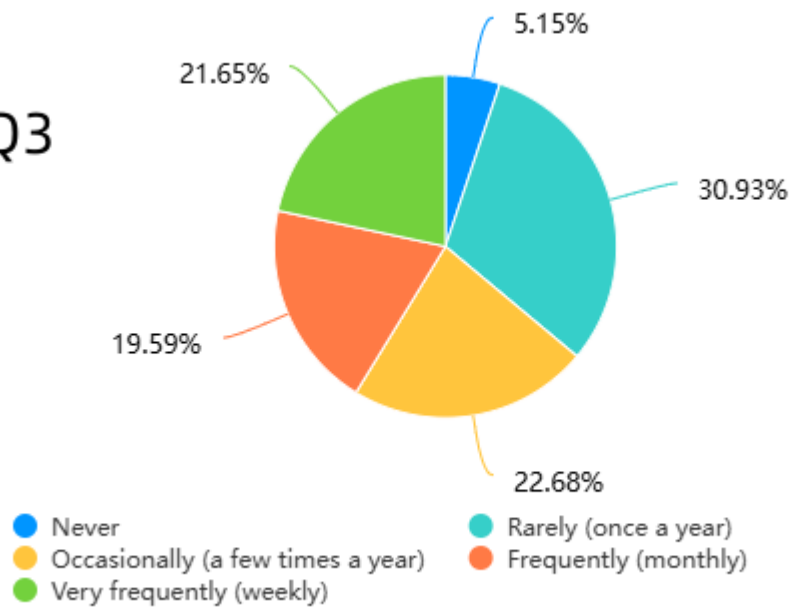
Q1



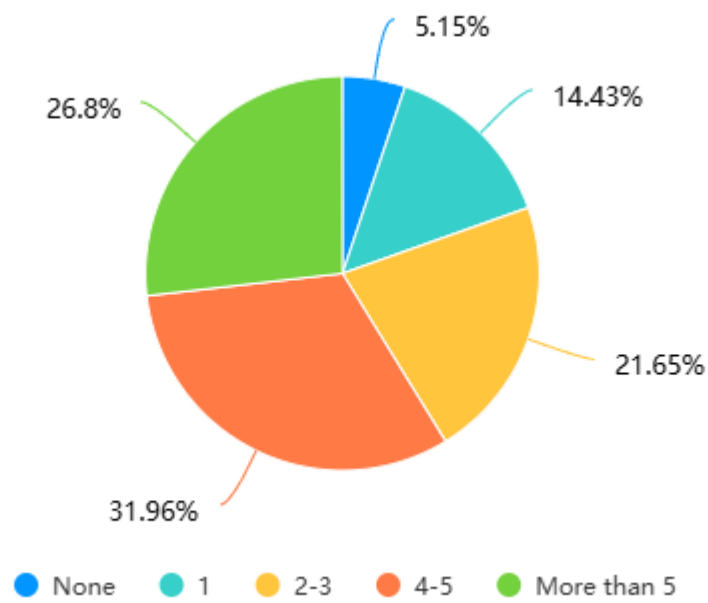
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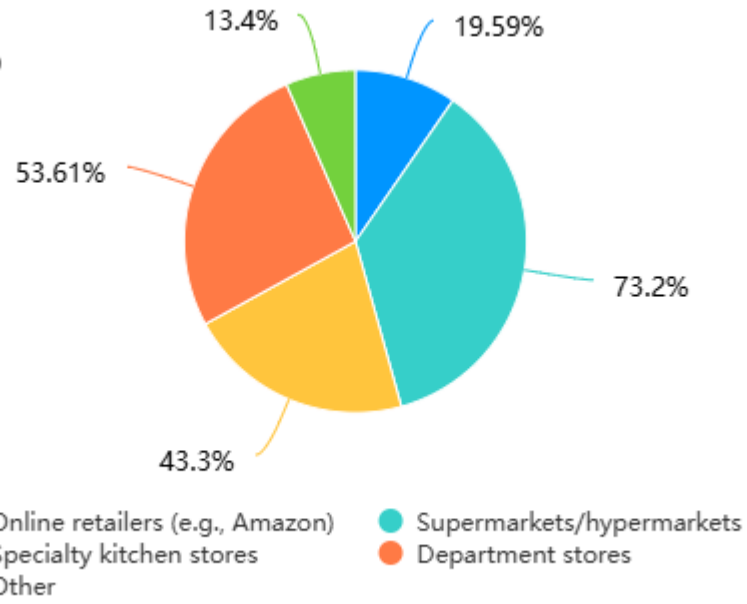
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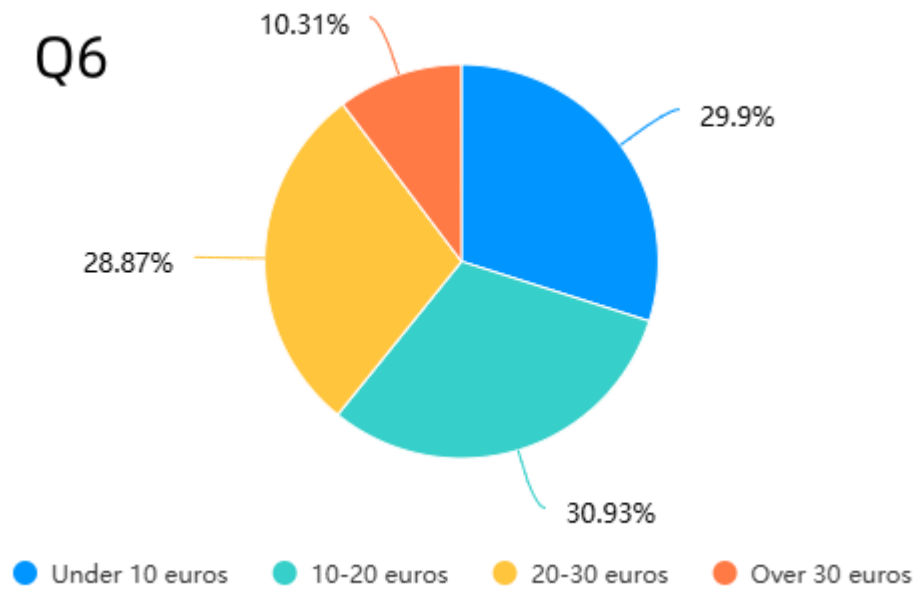
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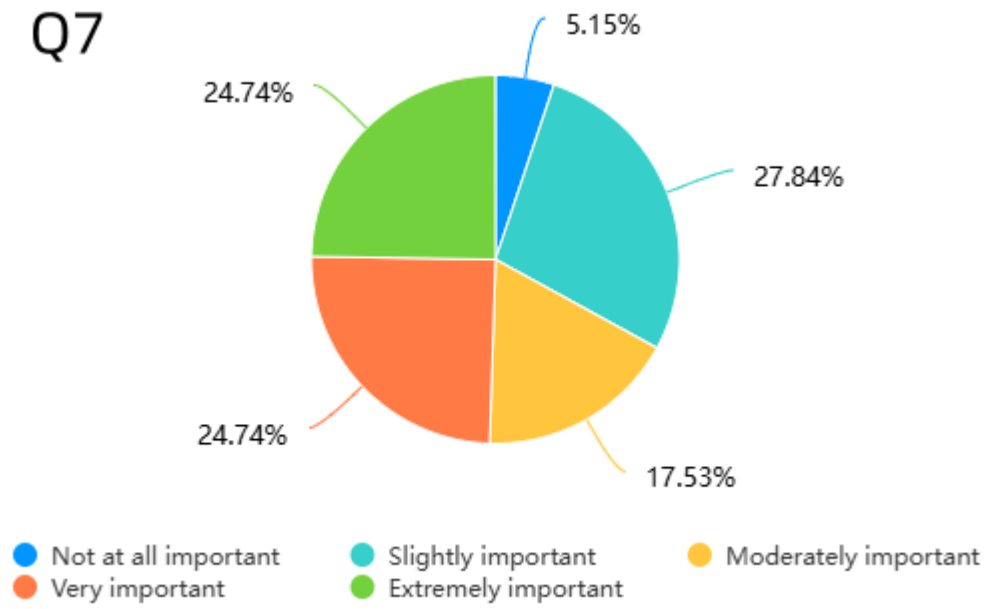
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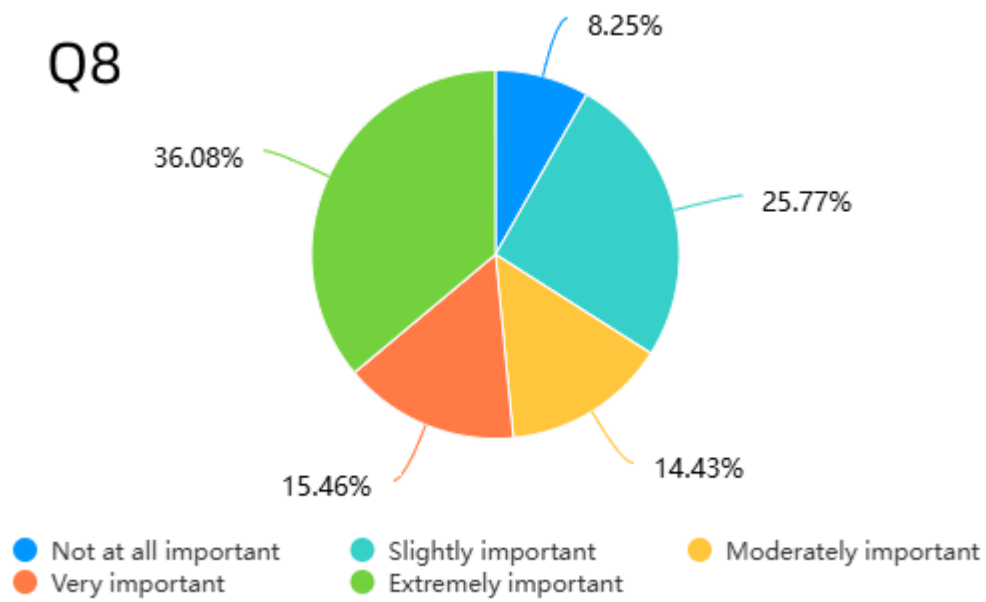
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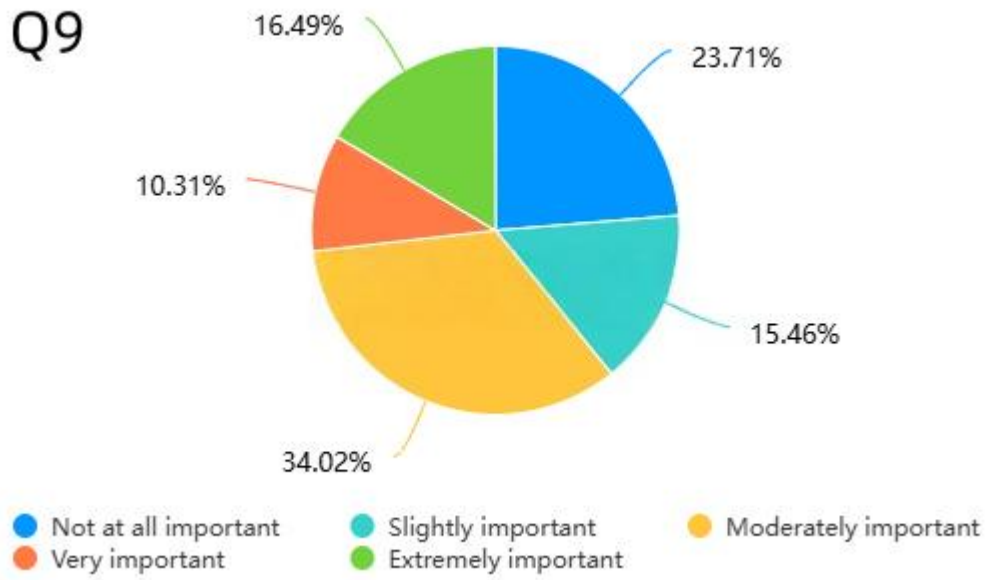
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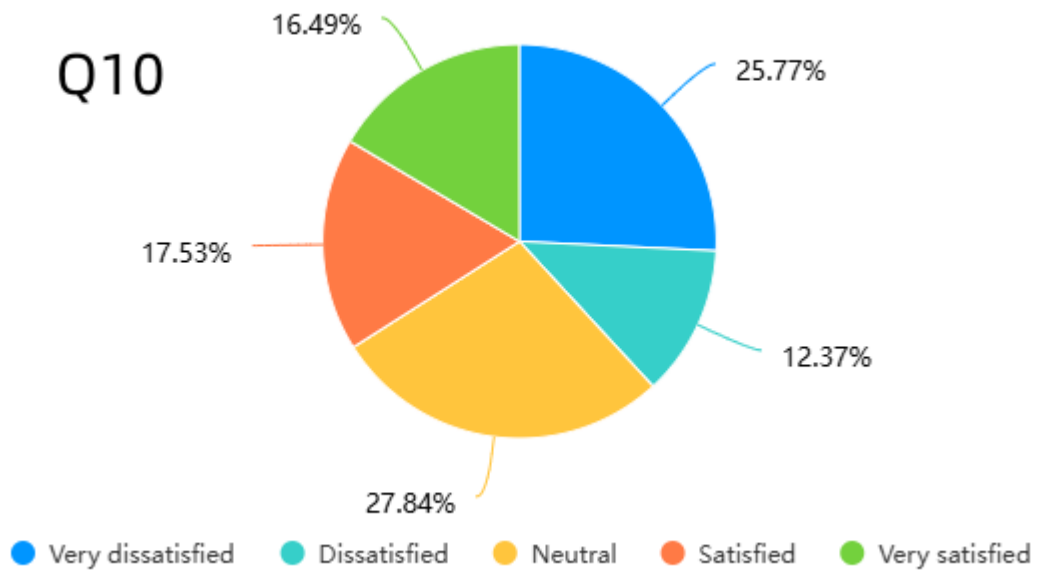
Q8



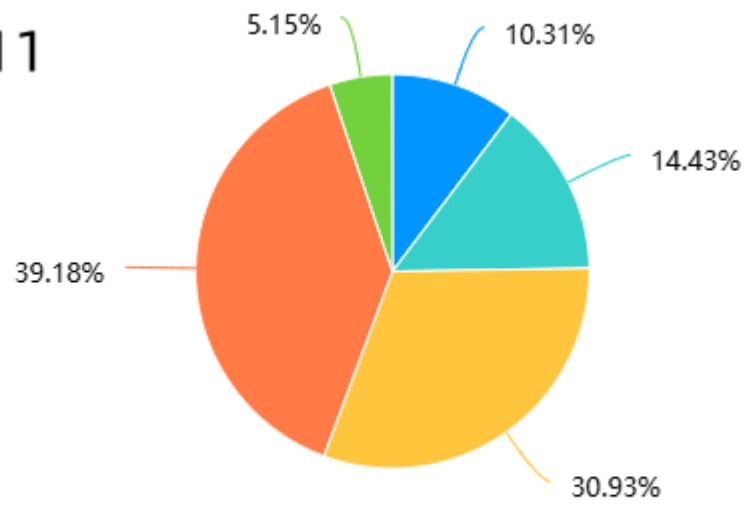
Q9



Q10

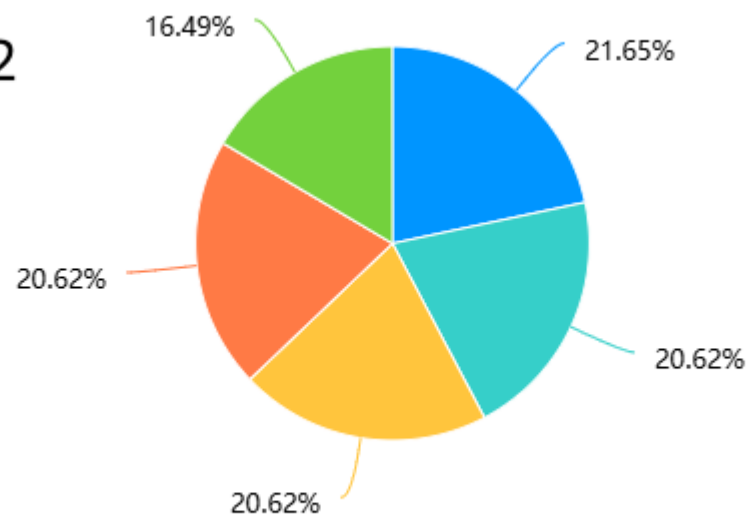


Q11



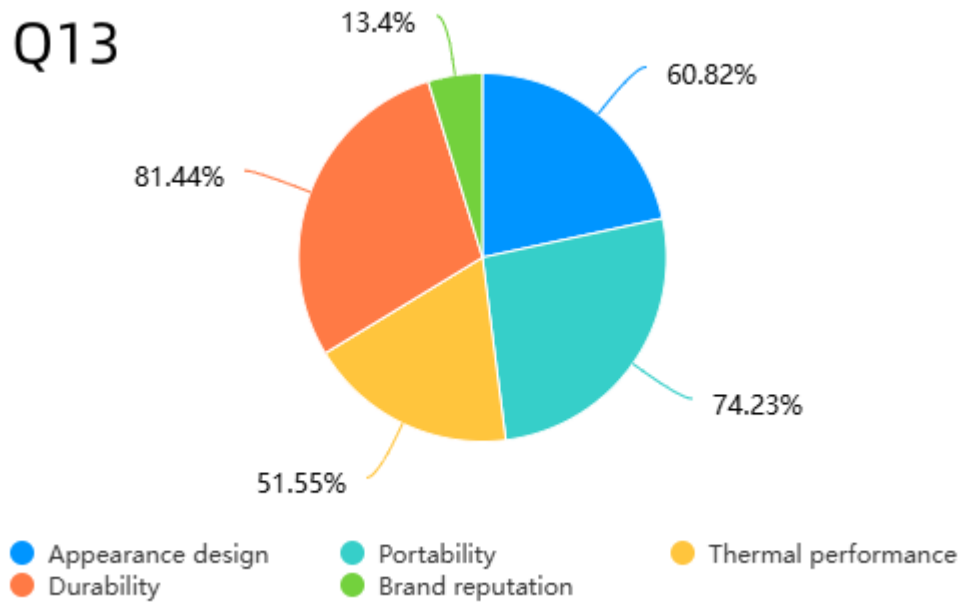
Very dissatisfied Dissatisfied Neutral Satisfied Very satisfied

Q12

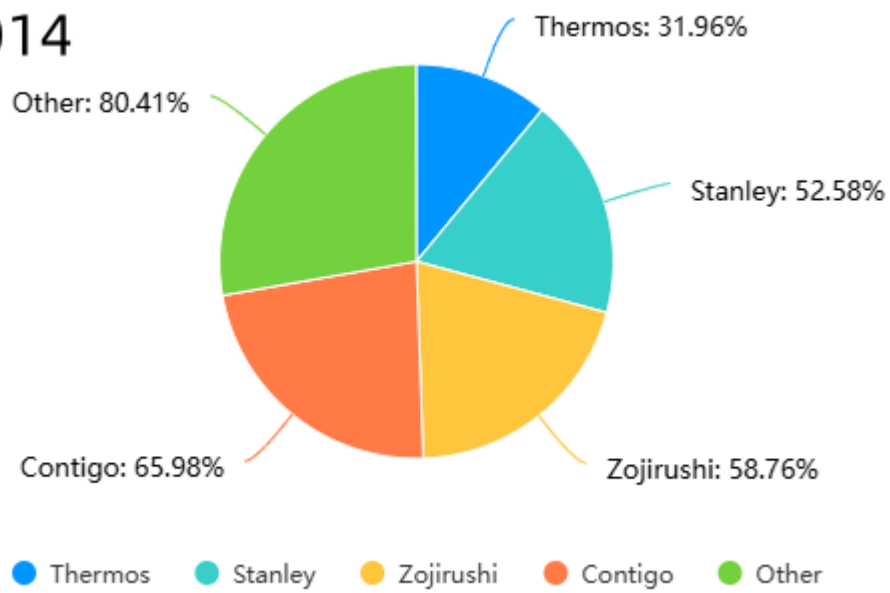


Very dissatisfied Dissatisfied Neutral Satisfied Very satisfied

Q13



Q14



Q15

